

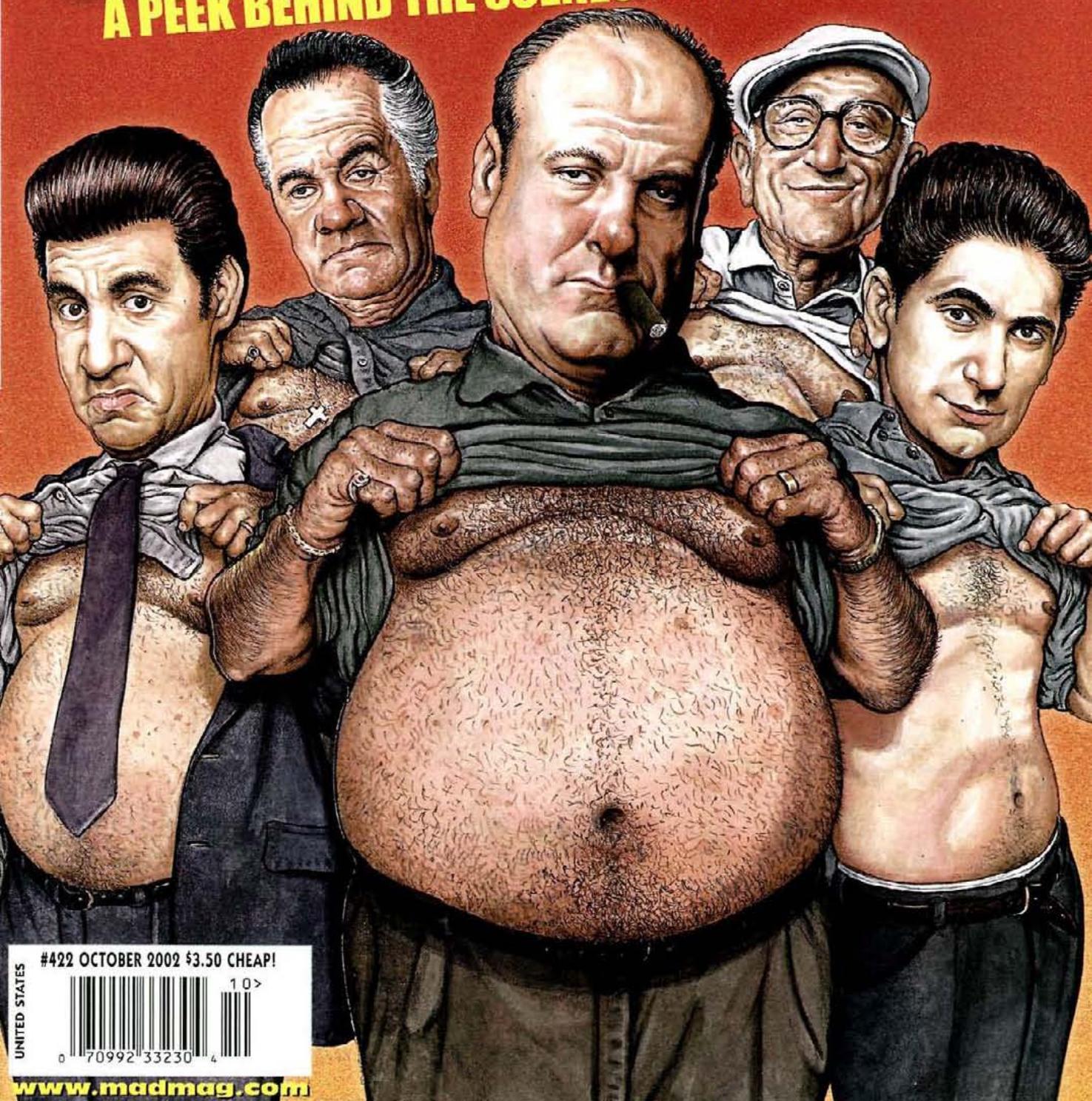


# MAD

IND

## GANGSTERS GONE WILD!

A PEEK BEHIND THE SCENES AT THE SOPRANOS



UNITED STATES

#422 OCTOBER 2002 \$3.50 CHEAP!



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38



# 50 YEARS OF STUPIDITY!



OCTOBER 2002

NUMBER 422

## DEPARTMENTS



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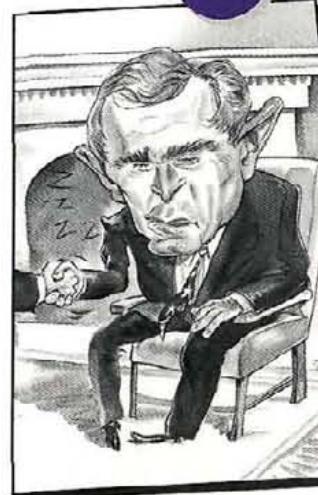
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Many an election is won by the candidate who can fake sincerity better!

Various Places  
Around the Magazine

FRONT COVER ARTIST:  
DRFW FRIEDMAN

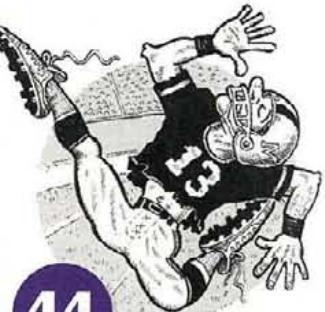
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### LOOK WHO'S HAWKING DEPARTMENT:

MAD's Comprehensive 10-Step Guide to Success in the Highly Charged World of Illegal Ticket Scalping

### IF COOKS COULD KILL DEPARTMENT:

MAD Presents 50 Things Guaranteed to Blow Up Your Microwave...

### JOKE AND DAGGER DEPARTMENT:

Spy Vs. Spy

### GALLBEARERS DEPARTMENT:

Where Do They Get Off...?

### STAT'S ENTERTAINMENT! DEPARTMENT:

The Real Demographics of Various TV Audiences Part III

### FAST FOOLS DEPARTMENT:

Hey! Look Who's Working at... McDonald's

### AN EMBARRASSMENT OF RICHARD'S DEPARTMENT:

If Microsoft Made Egg Timers

### ASSAULT TO THE CHIEFS DEPARTMENT:

The Subtle Differences Between Tony Soprano & George W. Bush

### MARGINAL THINKING DEPARTMENT:

"Drawn out Dramas" by Sergio Aragones



As we sadly reported in issue #420, MAD artist and writer Dave Berg passed away on May 16th. Here is a small sampling of the many kind condolence letters we received.

I don't mind telling you that I'm writing this through teary eyes. I have been planning to write to Dave and thank him for the tremendous joy he gave me for over 35 years of reading his cartoons. This guy deserved the Nobel Prize for Humanity. Iris Lahav, Glen Iris, Australia

It was with deep sadness that I learned of the death of Dave Berg. I never knew of MAD Magazine without his Lighter Side of... feature.

Robert Becker, Northford, CT

Thank you Mr. Berg for the many laughs and smiles. Roger Kaputnik will forever be missed.

Necessary Impurity, Via madmag.com

For as long as I have been alive, Dave Berg's The Lighter Side of... has been the literal heart of MAD Magazine. Mr. Berg's strips were always reflective of the history of the times. He will be greatly missed even by those of us who knew him only through his work.

Harold Jenkins, Olyphant, PA

Another great has passed away.

E. Park, Holdenville, OK



It is a sad loss, but we can be thankful that we had the opportunity to laugh along with him.

Tony N., Arleta, CA

For almost 40 years, Dave has been a part of my life through his art. I remember the first time my mother caught me reading MAD in the bathroom, she thought I was nuts!

George Manno, Via E-mail

I have been reading MAD Magazine since 1959. I'll really miss the feature in your rag that was written and drawn by the incomparable Dave Berg. His work is timeless.

Henry Finkelstein, Brooklyn, NY

Thanks for sharing your Berg's-Eye View with us, Dave. You taught me how to appreciate the irony in everyday situations when I was only nine years old. It has served me well ever since. So long, old friend.

MoGeo, Via madmag.com

## WASTE OF SPACE

Rarely has the appellation "the Usual Gang of Idiots" been so appropriate. You choose the most closely scrutinized series in the history of broadcast media (*Star Trek*) and the most argued about and nitpicked extension of the franchise (*Enterprise*), in MAD #420, for a parody, and you get the rank of one of the bridge crew wrong? Mayweather (Bedwetter) is an ensign, not a lieutenant. Is it humanly possible that there are no Trekkies in a geek-magnet office like your own?

Do you have no interns to spare five minutes of Internet research? Or were you deliberately trying to emulate the lack of continuity shown by current producers Rick Bergman and Brannon Braga by handing out random promotions? And if you're going that route, why couldn't you have given *Voyager*'s Harry Kim an extra pip or three?

Evay Knecht, Brooklyn, NY

Evay — In the immortal words of Captain Kirk: "Beam me up, Scotty!" — Ed.

## NAME THAT TOON

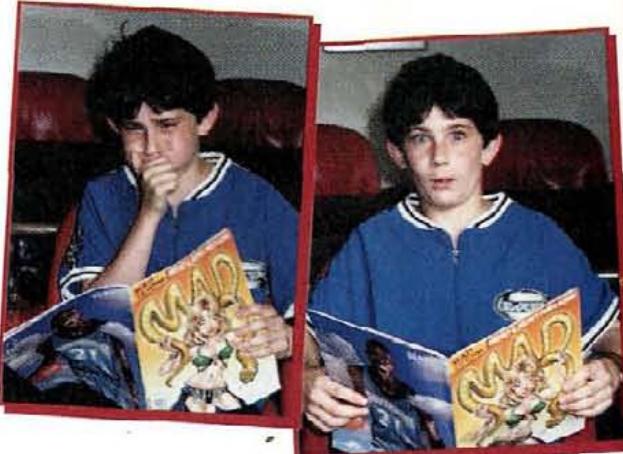
I've been reading MAD for three years and you've never mentioned Monroe's last name! So can you tell me what it is? And by the way, who does Ken McClelland think he is asking you to move Monroe to the back of the magazine? I hope old Kenny catches some of the Ebola Reston strain! And add me to the "Monroe Fan Club" list while you're at it!

Arun Morace, Amherst, NY

Anne Arundel — Hmm...Monroe's last name? Good question. It's sort of like that bizarre *Seinfeld* episode where we knew Kramer's last name but not his first. All right, readers, here's your assignment of the issue. What do you think Monroe's last name should be? Send us your thoughts and we'll print the best in an upcoming MAD and forward them all to Monroe writer Anthony Barbieri. Send them to Amy "The Big Barbieri" c/o MAD Magazine, 1700 Broadway, New York, NY 10019. Don't forget to include whether you'd like to join the "Monroe Fan Club," where there are no perks, no posters, no autographed pictures or secret decoder rings, but, hey, there are no dues either! — Ed.

## THE LOYAL TENENBAUM

One of the great things about working at MAD is that we never know who is going to show up on our doorstep on any given day. For instance, a few weeks ago, up-and-coming star Jonah Meyerson, who played Uzi Tenenbaum in *The Royal Tenenbaums*, came to look around and tell us that he fears his appearance in MAD may have sunk his career forever. But to be honest, readers, while we may pretend we are this hot and hip magazine with celebrities stopping by all the time, on most days nobody stops by. Hell, we consider it a banner day if longtime co-editor Nick Meglin shows up for a few hours. There you have it, a little MAD peek behind the show biz curtain! Fa Fal





**Naughty little bears**

## GIVE TREES A CHANCE

Once again I received my MAD Magazine and while reading it, those annoying loose subscription cards are the blame once again for a paper cut. I already subscribe to your magazine, so why on Earth are they in there? Do you think I am that stupid to order another subscription? Besides, how many trees could be saved if you didn't include them in the magazines of your subscribers? Did you ever think of that?

Joseph Bloomberg, Cape Coral, FL

Jo Jo — Buried in your letter is an intriguing question — do we think you're that stupid to order another subscription? We assume you meant it in a rhetorical way — well, dream on. Yeah, we bet that you're that stupid and more! You're so worried about us saving trees by not putting subscription cards in the magazines — well, here's a little rhetorical question for you: If one of those trees fell in the forest and landed smack on your head, would it make you even more stupid than you already are? We don't think so! Lastly, as for your paper cut, we don't think you should seek medical treatment, rather, we'd prefer to close this response with the mental image of you just sitting there hemorrhaging and hemorrhaging. Thanks for writing and

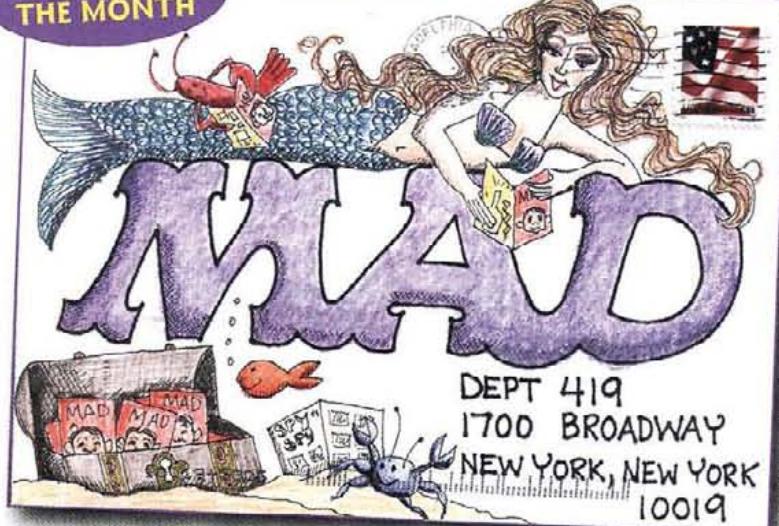
THANKS FOR SUBSCRIBING! —Ed.

## AN INTERN FOR THE WORSE

A special thanks goes out to MAD summer editorial interns Jules Lipoff, Kevin Kirby, Paul Kulis and Cameron Williams. Also a big thank you to the MAD summer art interns Joe Quinones and Benjamin Flores. If you are a college student and are interested in a summer internship, send a SASE with a note requesting information about the internships and we will send you all you need to know about how to apply in February, 2003. Send your letters to Amy Vozelos, Internship Director, MAD Magazine, 1700 Broadway, New York, NY 10019!



## ENVELOPE OF THE MONTH



Carol Flatau of Boothwyn, PA gets the great honor of sending in our Envelope of the Month. As you know, there are no prizes, no free subscriptions, no cash rewards and nobody cares! Congrats on your pathetic little life and thanks for writing!



## A HORSE IS A HORSE OF COURSE OF COURSE!

I was reading issue #420 and was looking at the picture on the cover and then the other page that tells who everyone is. I looked at the picture of Jar Jar Binks and read the caption. It states that character #6 is Celine Dion. Then #22 shows a picture of Celine Dion with the caption saying it is Jar Jar Binks. I would just like you to be aware of your mistake.

John Walaszek, Noblesville, IN

I noticed a mistake in issue #420. When you showed the outline for who's who on the cover of MAD #420, you said that Jar Jar Binks' outline was Celine Dion and the Celine Dion's outline was Jar Jar Binks.

Benji Gibicsar, Menomonee Falls, WI

In the "Who's Who On Our Ridiculous Cover" in Mad #420, you said that #6 was Celine Dion and #22 was Jar Jar Binks, actually, it's the other way around. Stephen Michael, Cherry Hills Village, CO

Sorry, dear readers, we went back to double-check and we stand by our reporting! —Ed.



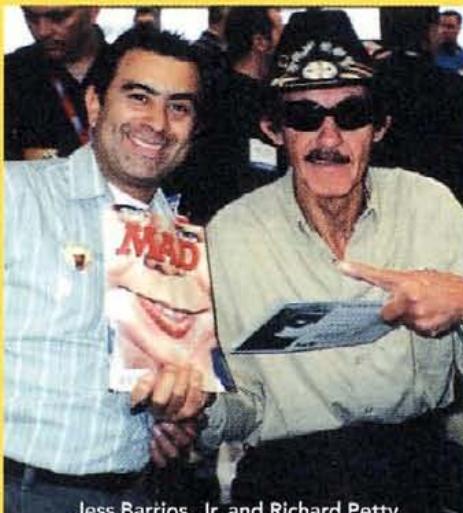
Celine



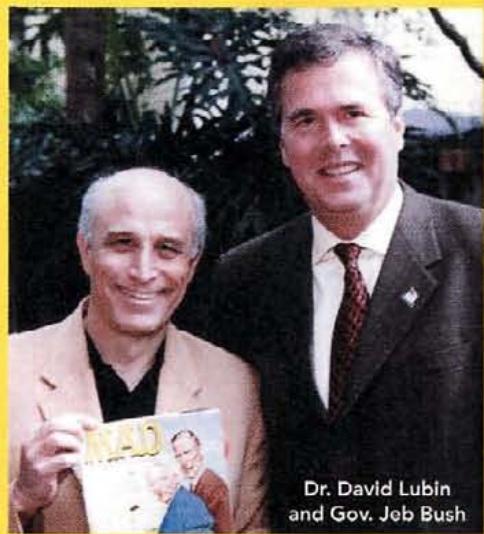
Jar Jar

## MAD CELEBRITY SNAPS

This month we have a double header Celebrity Snap! Direct from the fast track, it's racing legend Richard Petty (sent in by Jess Barrios, Jr. of N. Las Vegas, NV) and from a much slower lane, Florida Governor Jeb Bush (caught on camera by longtime MAD fan Dr. David Lubin of Tampa, FL). Just as this issue is going to press, the citizens of Florida will be going to the polls to say whether Jeb Bush should be re-elected. If history is any indication, we're sure the Governor will find "a way" to win! So Jess, look for a three-year subscription in the mail and Dr. Dave, you'll be getting a one-year subscription. Chad — oops, we mean Ciao!

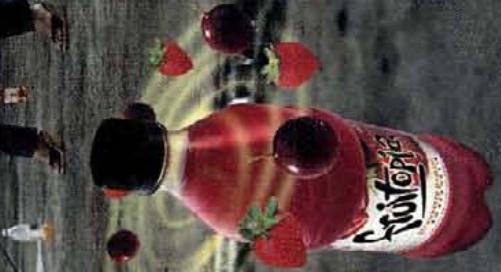


Jess Barrios, Jr. and Richard Petty

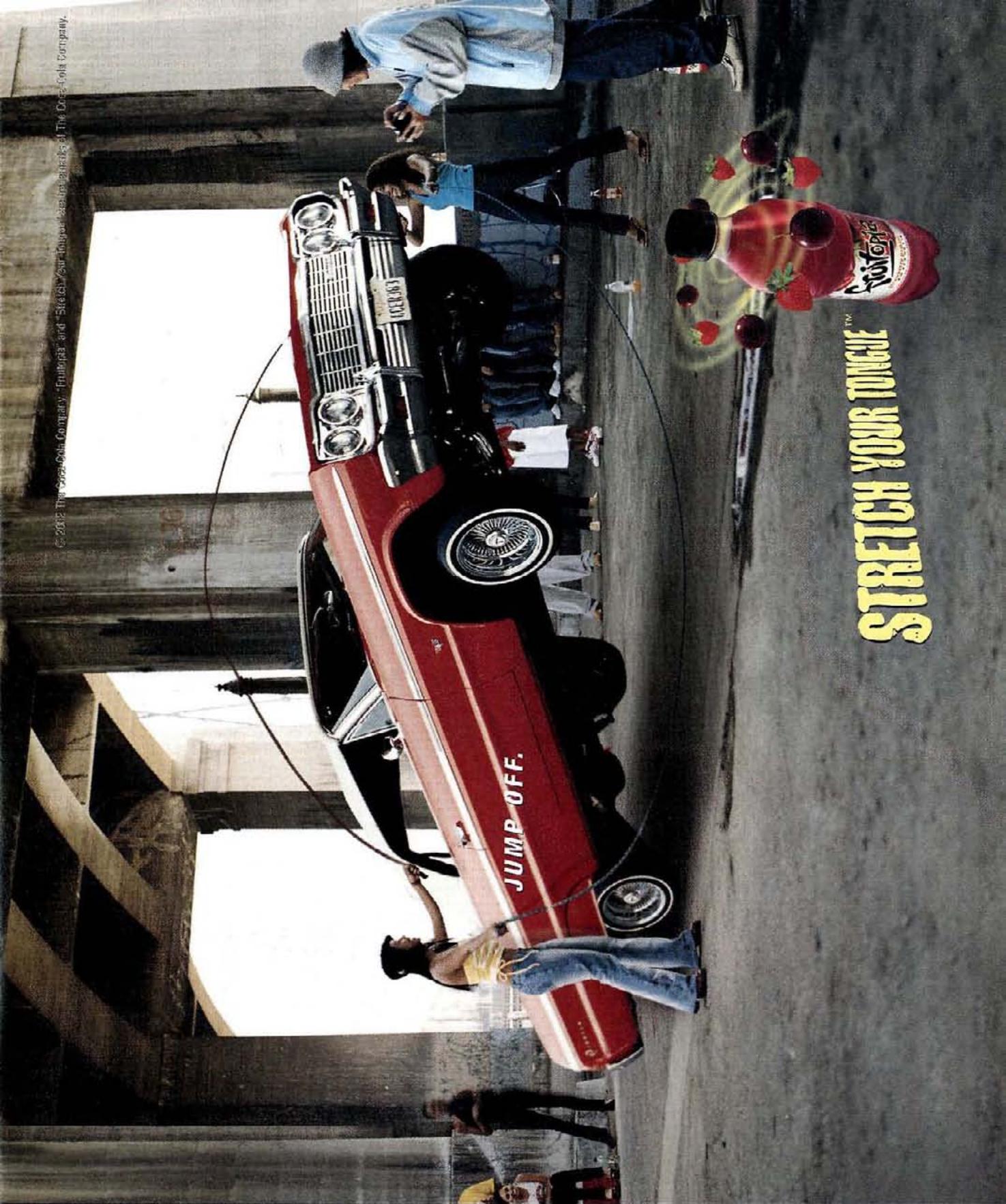


Dr. David Lubin and Gov. Jeb Bush

STRETCH YOUR TONGUE™



JUMP OFF.

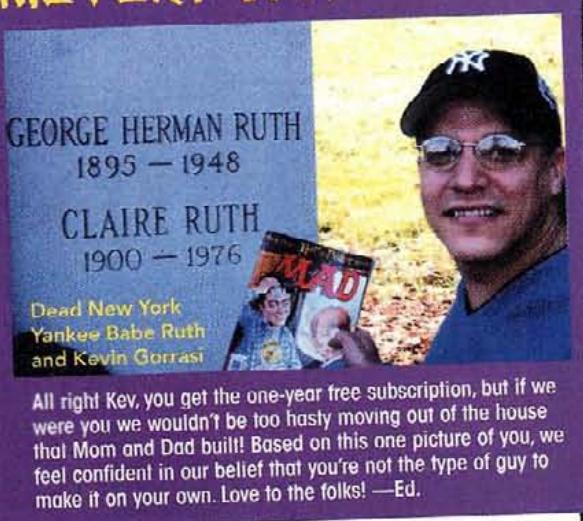




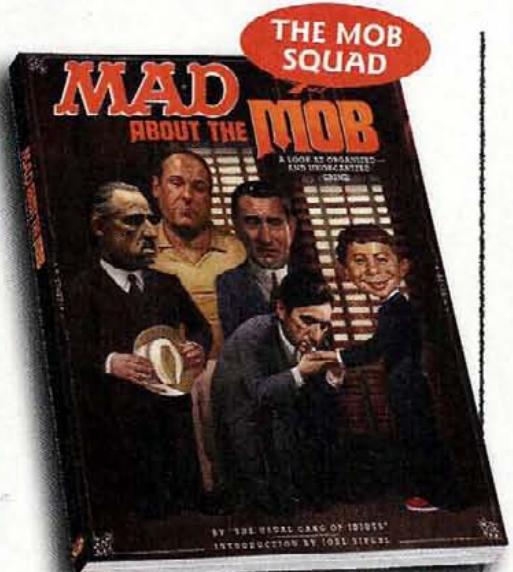
## MAD CEMETERY SNAPS

My long search is finally over. After seeing your free subscription offer with the picture of MAD near a dead celebrity, I was really stumped on which celebrity I would have to kill in order to get my free subscription. How foolish did I feel when I realized that all I had to do was to take a picture near a tombstone! Enclosed please find my picture with MAD next to the tombstone of the biggest celebrity of them all — the Bambino, the Sultan of Swat, the Home Run King, the Whopper — otherwise known as George Herman Ruth — the Babe! With all the money I am going to save with a free subscription, I can finally move out of my parents' house!

Kevin Gorrasi, Bronxville, NY.



All right Kev, you get the one-year free subscription, but if we were you we wouldn't be too hasty moving out of the house that Mom and Dad built! Based on this one picture of you, we feel confident in our belief that you're not the type of guy to make it on your own. Love to the folks! —Ed.



We're making you an offer you should refuse...but please don't! On sale now is MAD About the Mob — with 96 pages of gun-toting goombahs, hard-boiled bad guys and over two tons of combined Marlon Brando and Tony Soprano girth!



### HOW TO REACH US

Please Address Correspondence To:  
MAD, Dept. 422, 1700 Broadway,  
New York, New York, 10019.  
MAD welcomes reader submissions.  
Manuscripts will not be returned or  
acknowledged, however, unless they  
are accompanied by a self-addressed,  
stamped envelope! MAD doesn't  
read faxed submissions!

### WE HAVEN'T THE VEGA-EST IDEA

Back in MAD #418 we asked readers to give their interpretation of the mysterious lyrics by Suzanne Vega: "I'm amusing. I'm a puppet for your play. Am I your MAD Magazine?" from her song "Machine Ballerina." Hundreds, nay thousands...oh who the hell are we kidding, a handful of you wasted the time and postage to write in what you thought this intriguing sentence meant. Unfortunately, since Suzanne wasn't one of them, we still don't know exactly what it means, but here's a sampling of what some of you sent in.

"Am I Your MAD Magazine?" means...

...do I make you laugh so hard that milk squirts out of your nose, like MAD Magazine!  
— Ariel Lesnick, Yonkers, NY

...She's no good between the covers anymore! — Bruce Launer, Chadron, NE

...She's really confessing that her work is garbage! — Conrad Ely, Spokane, WA

...She has no lighter side, she's not worth \$3.50 and what, me worry? She should just look at her record sales!  
— Joe Ciarelli, North Haven, CT

...You're an annoying pest — useless, pathetic, worthless parasite. But you make me laugh and since you won't leave, amuse me!  
— Laura Pearlstein, Stoughton, MA

...It's because when you fold her up, you can see a completely different picture!  
— Dylan Flynn, Le Barroux, France

# MAD

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founder

Jenette Kahn  
president & editor-in-chief

Paul Levitz  
executive vice president & publisher

Nick Meglin & John Ficarra  
editors

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senior editors

Amy Vozelolas associate editor  
Dick DeBartolo creative consultant

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Nadina Simon associate art director

Patricia Dwyer assistant art director

Ryan Flanders production artist

Brian Durniak production artist

Leonard Brenner graphics consultant

#### Administration:

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Joel Ehrlich senior vp — advertising & promotions  
Alison Gill vp — manufacturing  
Lillian Laserson vp & general counsel  
David McKillips vp — advertising  
John Nee vp — business development

#### Contributing Artists

#### And Writers

the usual gang of idiots

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BATMAN'S LITTLE GIRL  
IS ALL GROWN UP.



The WB  
Presents

# Birds of Prey

WEDNESDAYS PREMIERES  
OCTOBER 9

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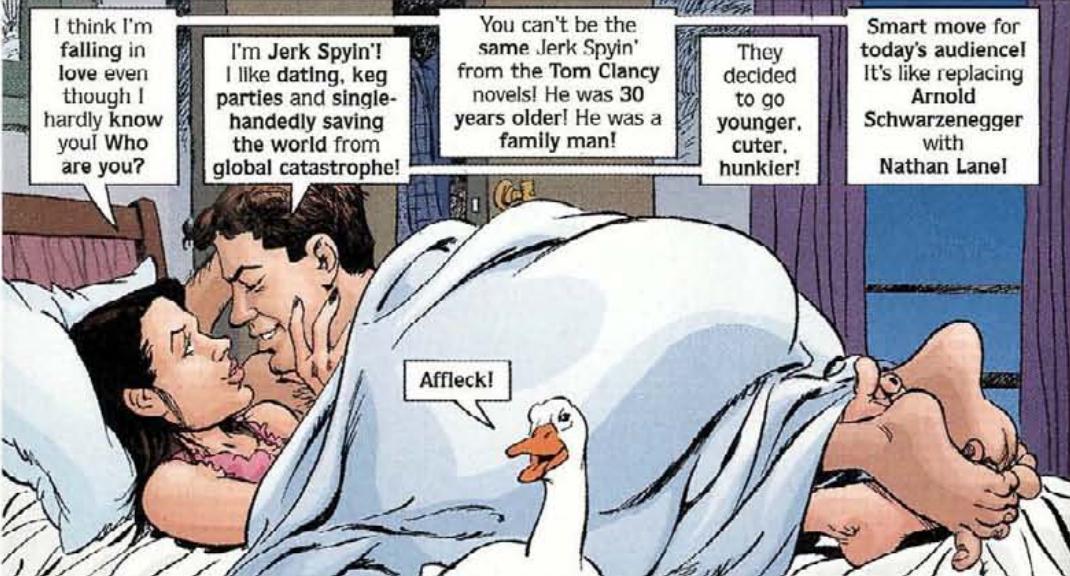




In the aftermath of September 11th, Hollywood was heavily criticized for its long legacy of bloody, sadistic action blockbusters. So the movie studios decided to tone things down for a while by releasing such "nonviolent" films as *Training Day* (about a vicious cop brutalizing neighborhood citizens), *The Lord of the Rings* (about an evil force bent on destruction) and *Ali* (about

# THE DUMB

## WASHINGTON D.C.



ARTIST: ANGELO TORRES

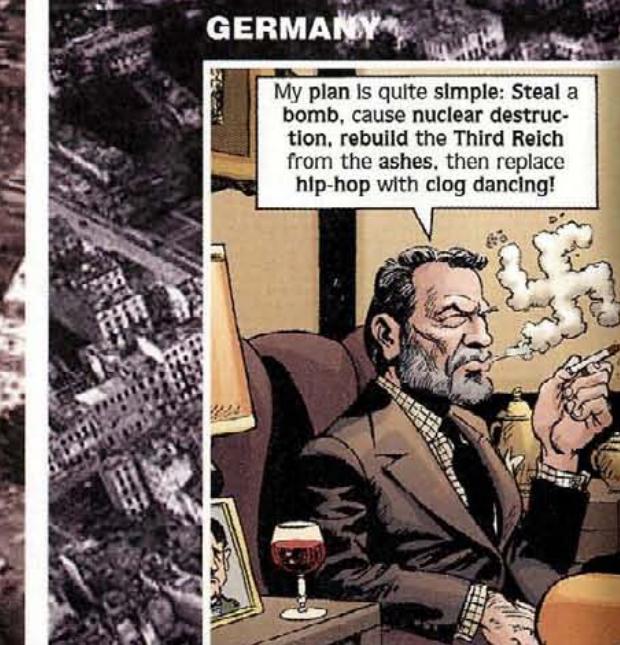
WRITER: ARNIE KOGAN

COLORIST: DIGITAL CHAMELEON

## MOSCOW



## GERMANY

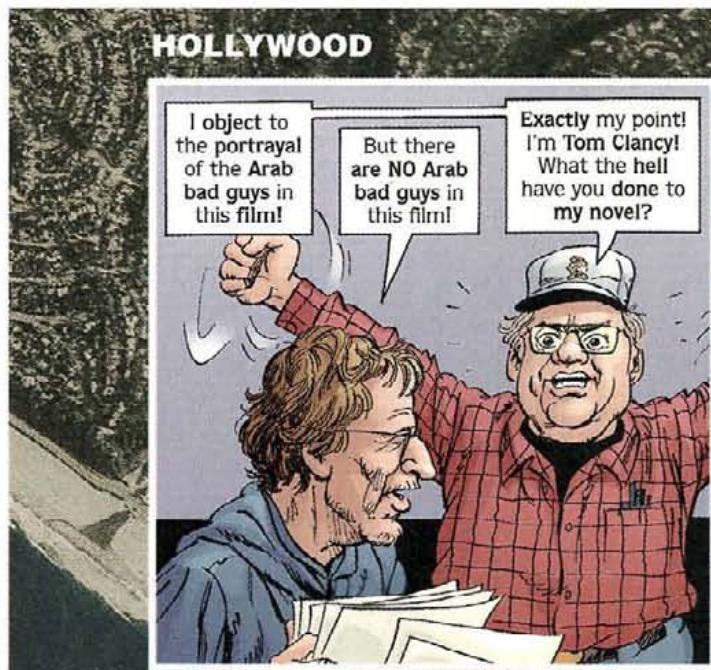
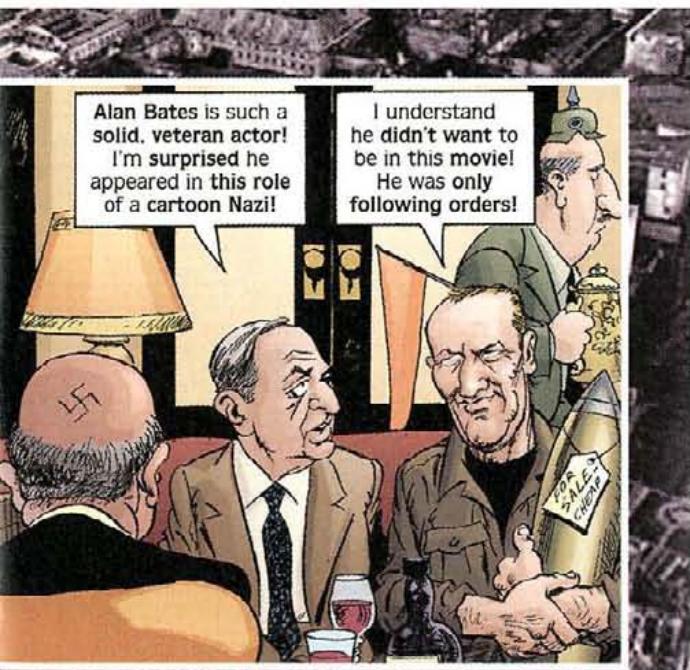


a boxer pounding his opponents into submission). To make matters worse, just as U.S. citizens were finally starting to calm down from the constant threats of terrorism, along came a new Tom Clancy movie about crazed foreign villains detonating a nuclear weapon in our nation's capital! Yup, seems like things will never change in the entertainment industry, as evidenced by this...

# OF ALL FILMS



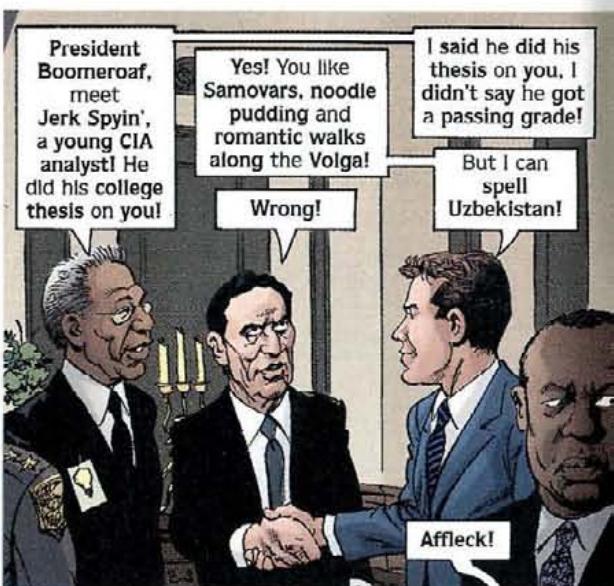
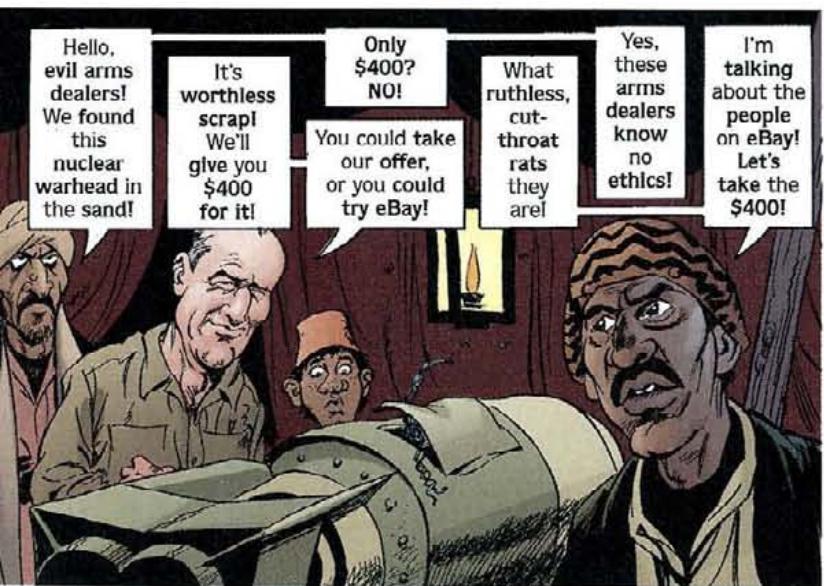
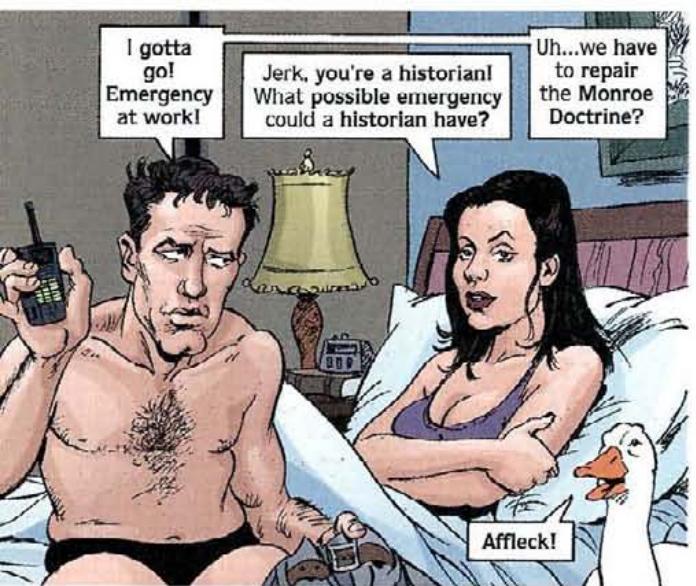
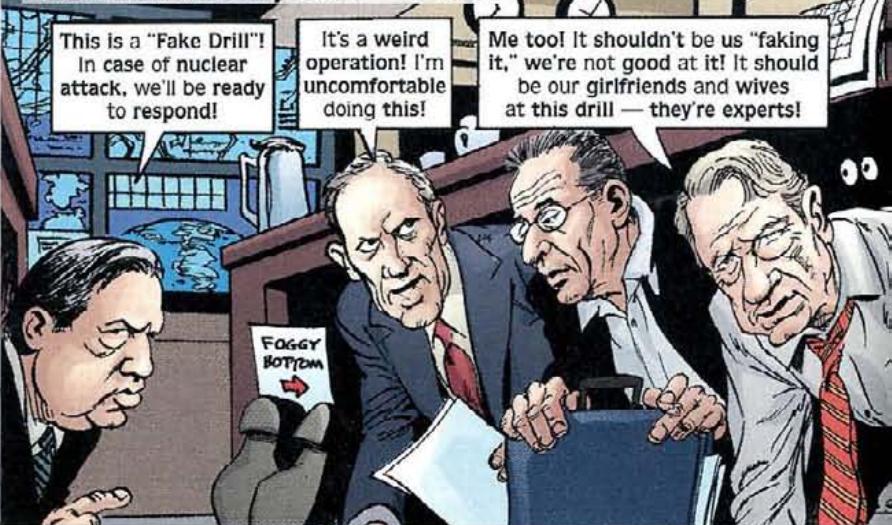
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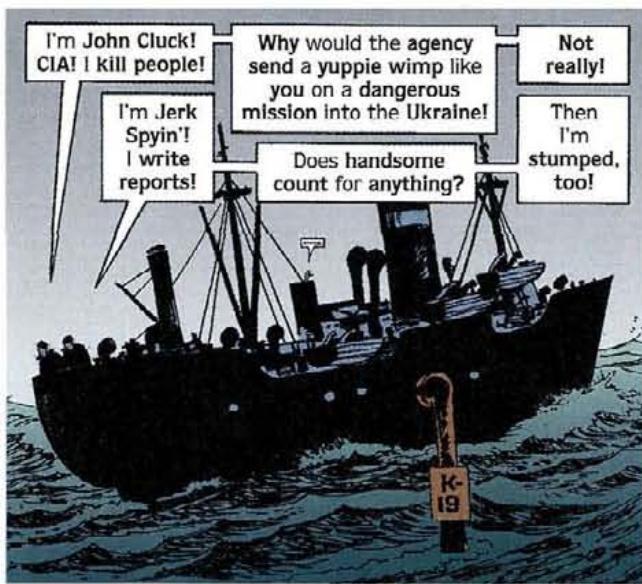
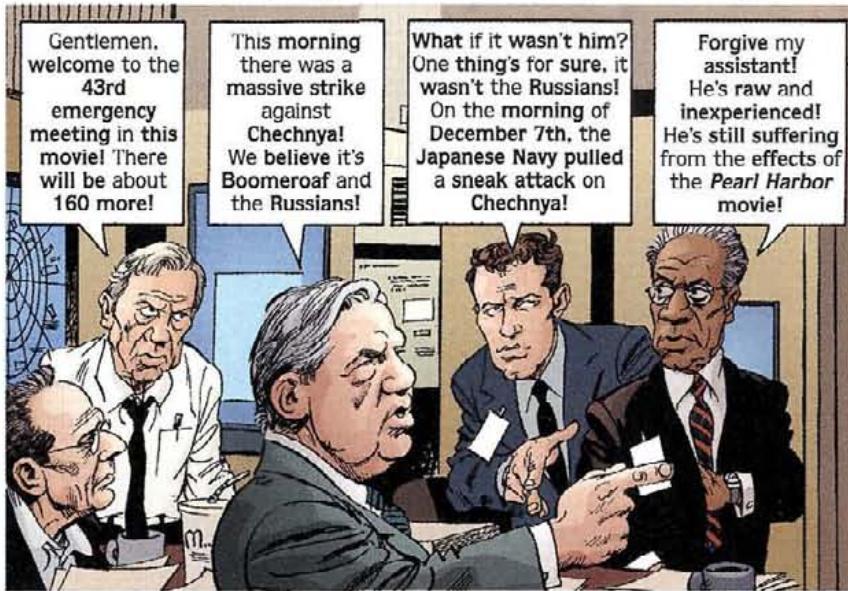
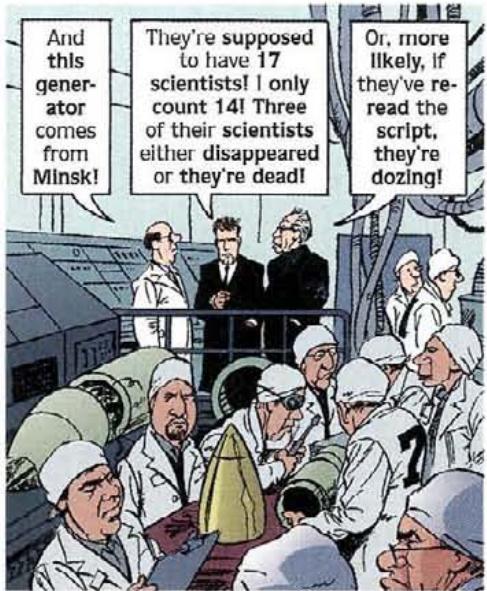


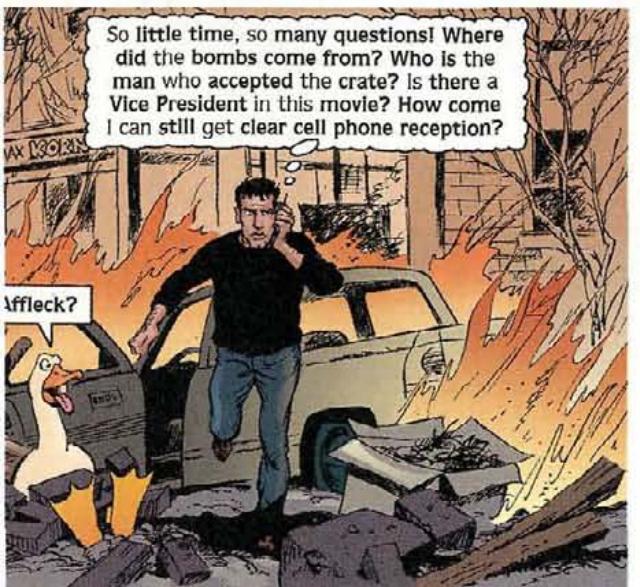
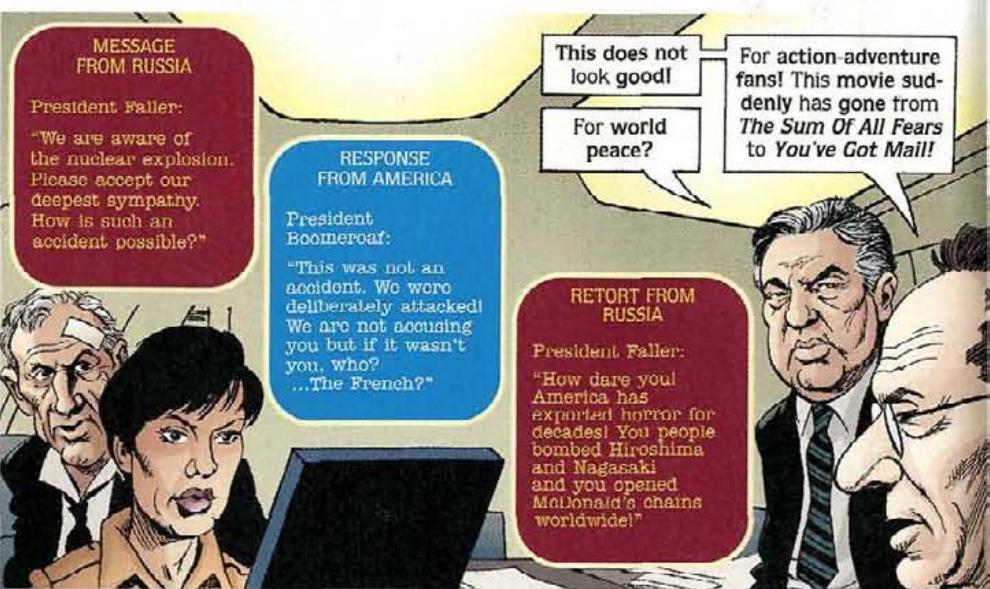
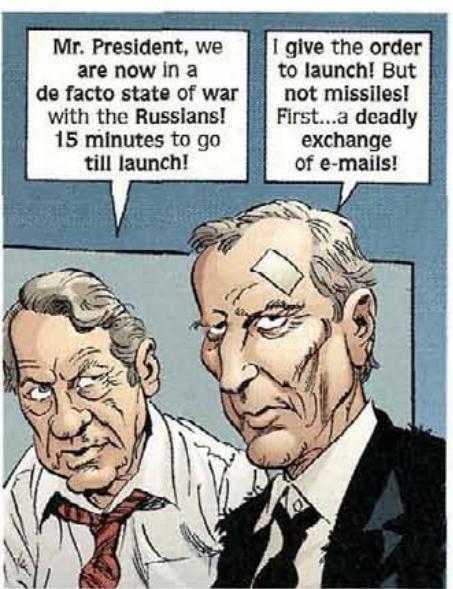
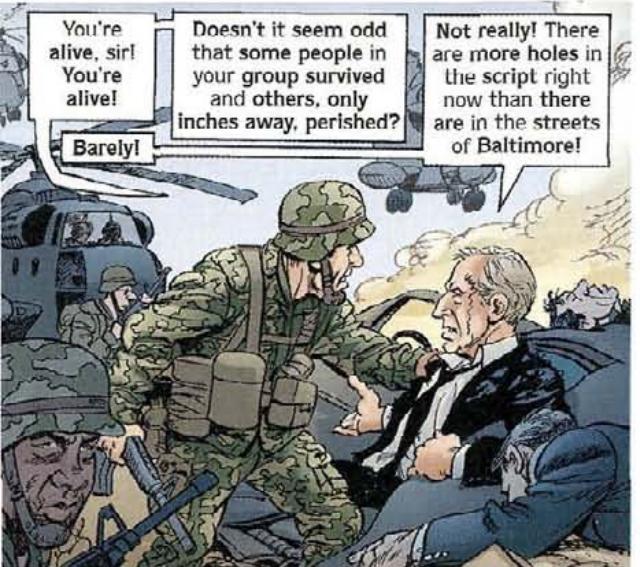
## GOLAN HEIGHTS — 1973

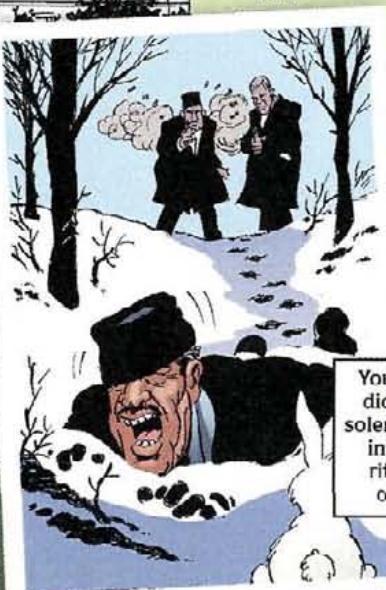
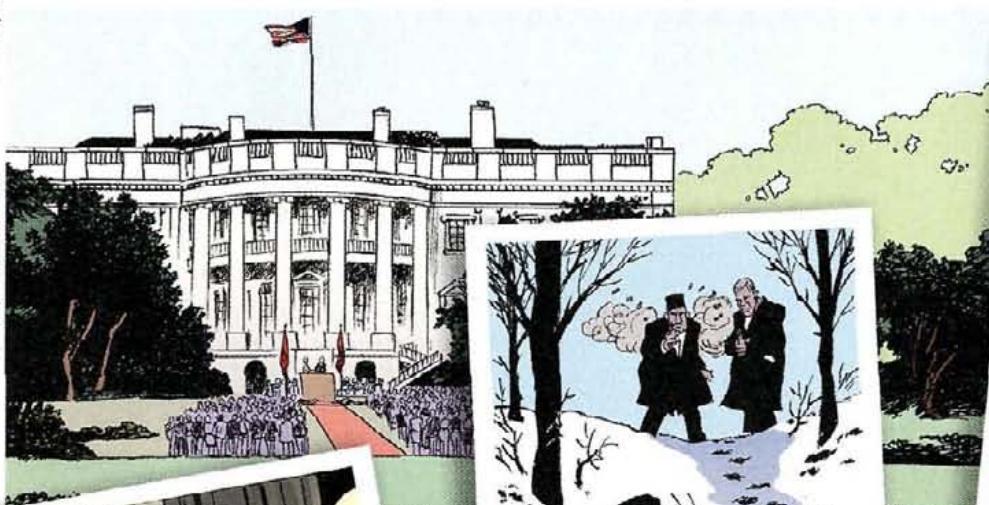
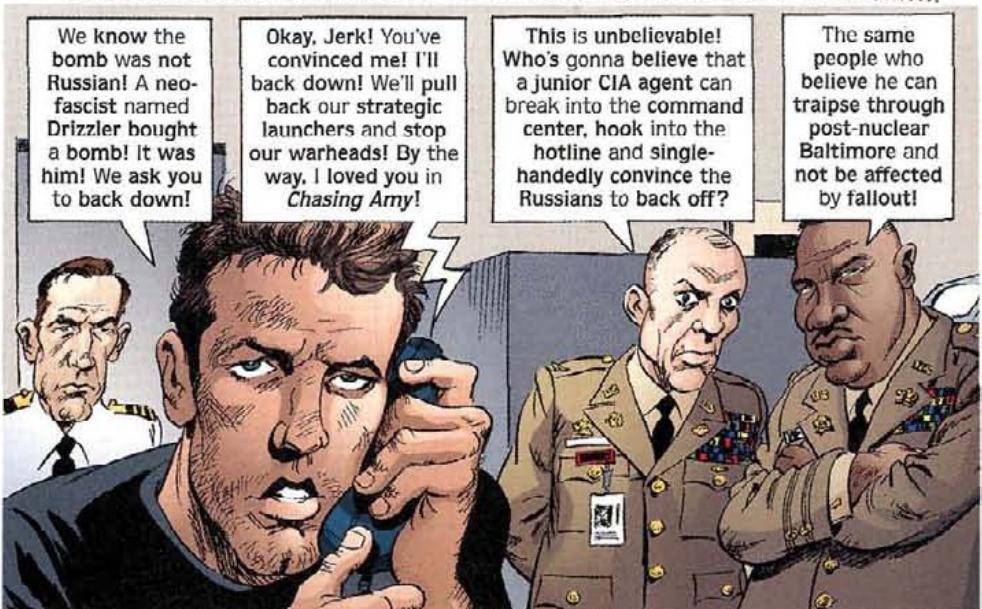
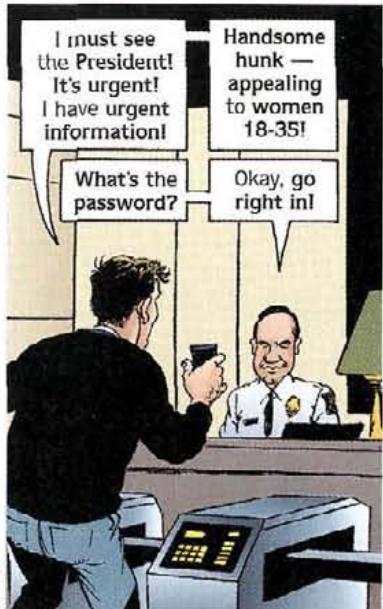


## WASHINGTON, D.C. — 2002







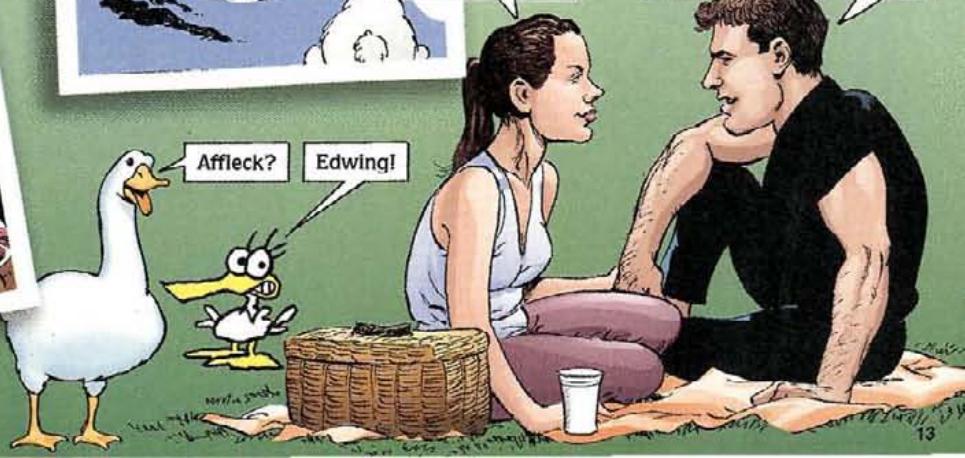


You did it! You did it, Jerk! A solemn ceremony intercut with ritual killings of revenge!



I now realize that TWO powerful devices were stolen in this movie!

A nuclear bomb and the ending from *The Godfather*!





# DUKE BISSELL'S TALES OF UNDISPUTED INTEREST

ONE MORNING WHILE FEEDING THE CAT I NOTICED HE LOOKED A LITTLE TIRED.



SO I IMMEDIATELY GOT ON THE HORN TO THE VET.

GIVE HIM 2 ASPIRIN? BUT YOU KNOW WHAT ASPIRIN DID TO THE LAST 17 CATS I HAD!

BY THE END OF THE WEEK I WAS AT MY WITS' END.

I'M SORRY, THEY DIDN'T HAVE OXYGEN DOWN AT THE PARTY STORE.



FINALLY I GAVE UP AND RESIGNED MYSELF TO THE HORRIBLE REALITY OF THE SITUATION

IF ONLY I HAD PAID MORE ATTENTION TO HIM, IF ONLY I HAD SPENT MORE TIME WITH HIM, IF ONLY I HAD GONE ON LONG MOONLIT STROLLS WITH HIM DOWN BY THE RODENT TESTING LABORATORY FACILITIES.

MEOW!

AS IT TURNED OUT, IT WAS JUST A FALSE ALARM AND HE ACTUALLY LOOKS HEALTHIER NOW THAN HE DID BEFORE.

WHAT DOES A CAT HAVE TO DO TO GET SOME REST AROUND HERE?

I WONDER HOW YOU GET CAT URINE STAINS OUT OF PANTS...



P. C. VEY



A PLANET WITH FEAR NEEDS A HERO WITH NONE.



General Scales has torn apart Dinosaur Planet, and now it faces total annihilation. It's Fox McCloud to the rescue.

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Join him as he exits his Arwing and enters as hero to save the dinosaurs in his biggest adventure ever. Only for Nintendo GameCube.™



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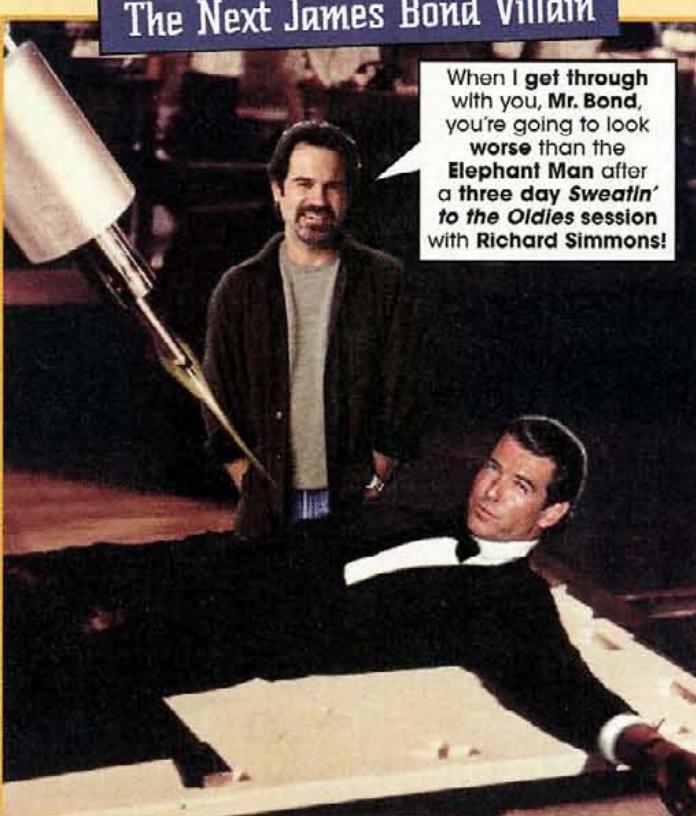
GETTING CAUGHT WITH HIS RANTS DOWN DEPT.

So, Dennis Miller's tenure as an analyst on *Monday Night Football* was about as successful as Napoleon's crossing of the Berezina. And his talk show is as dead as Strom Thurmond's grandpappy. But there are plenty of other opportunities out there for a man so adept at being simultaneously obnoxious and esoteric, like these...

# New Career Options For DENNIS MILLER

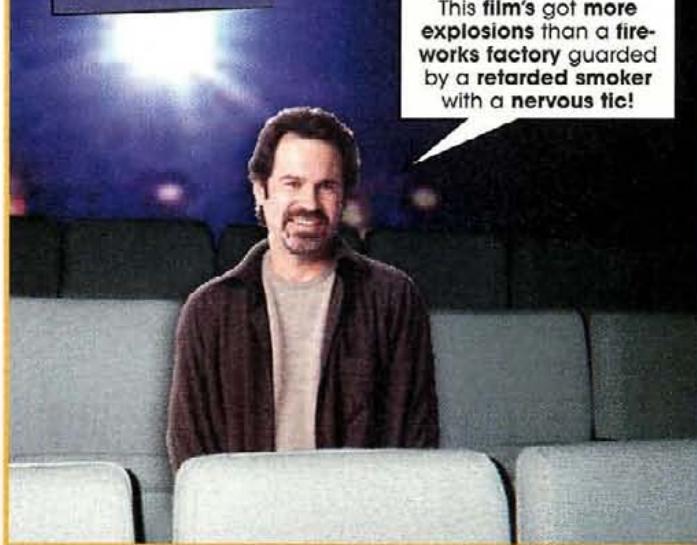
WRITER: MIKE MIKULA

## The Next James Bond Villain



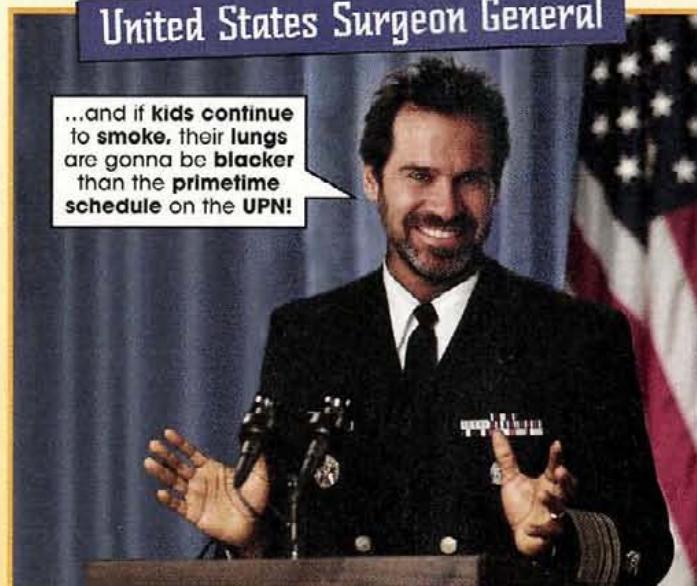
When I get through with you, Mr. Bond, you're going to look worse than the Elephant Man after a three day *Sweatin' to the Oldies* session with Richard Simmons!

## Movie Critic



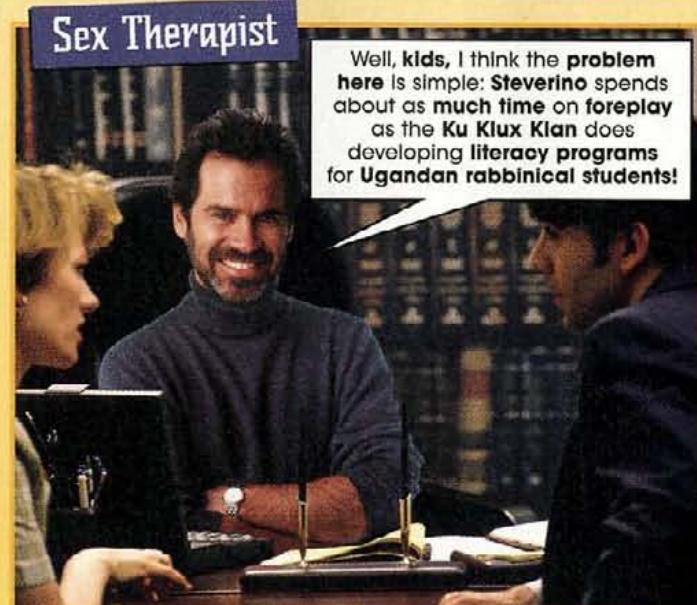
This film's got more explosions than a fireworks factory guarded by a retarded smoker with a nervous tic!

## United States Surgeon General



...and if kids continue to smoke, their lungs are gonna be blacker than the primetime schedule on the UPN!

## Sex Therapist



Well, kids, I think the problem here is simple: Steverino spends about as much time on foreplay as the Ku Klux Klan does developing literacy programs for Ugandan rabbinical students!

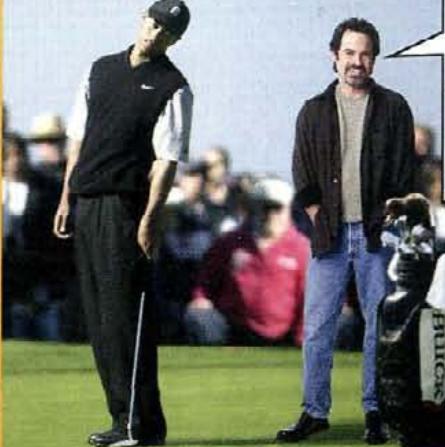
## Professor Of Journalism

JOURNALISM 101  
MR. MILLER

In the 21st Century, most big city newspapers are about as healthy as John Travolta's *Boy In The Plastic Bubble* character after walking through an *Ebola colony* downwind from a Union Carbide plant!



## Tiger Woods' Caddy



Tiger, buddy, it looks like this putt is going to break further to the right than Trent Lott passing a tax cut for born again oil lobbyists who keep homosexuals from marching in the St. Patrick's Day parade!

## Replacing Eugene Levy's character in American Pie III



Whoa, son! Looks like you're getting as much ass as the only toilet seat at a New Mexico Chili cook-off!

## Celebrity Voice in Shrek 2



No offense, Shrekkie-baby, but your wife there is looking like a cross-dressing Lou Ferrigno in Incredible Hulk make-up after a visit to Carrot Top's barber!

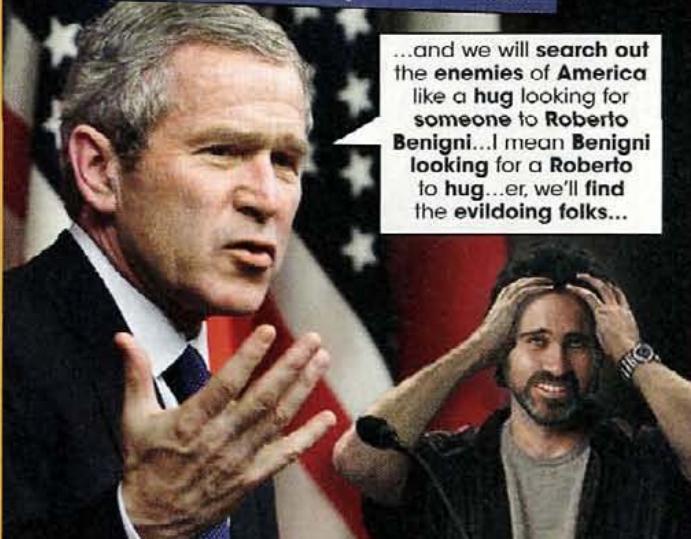
He's got you there, big fella!

## Army Infantry Commanding Officer



We need immediate air support! They've got more firepower than P. Diddy's entourage at an NRA-sponsored party celebrating Suge Knight's release from jail!

## Presidential Speechwriter



...and we will search out the enemies of America like a hug looking for someone to Roberto Benigni...I mean Benigni looking for a Roberto to hug...er, we'll find the evildoing folks...

What is the sound of one hand clapping? If a tree falls in the forest and no one hears it, does it make a sound? If there's a just and powerful God, how can there be a Crocodile Hunter movie? These haunting questions may keep you awake at night—but, truth be told, they're just small potatoes! There's a far more baffling and mind-numbing mystery out there—and it's right under our noses! Rest assured, though, you'll sleep like a baby after MAD answers the world's most perplexing question:

# WHY IS GEORGE W. BUSH'S APPROVAL RATING SO HIGH?

ARTIST: RICK TULKA

WRITER: BARRY LIEBMAN



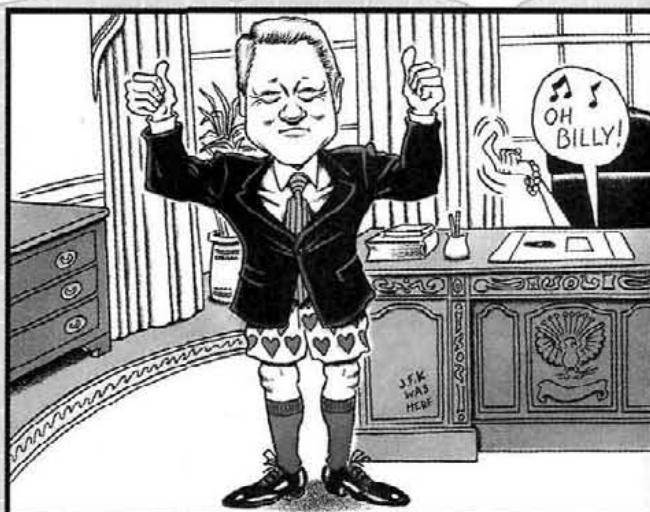
- Most negative poll results were placed behind Jeb Bush's couch along with the "Gore" Florida ballots.



- Most people are afraid to say what they really think because under Bush's "Patriot Act," any negative criticism, no matter how slight, is considered an act of treason.



- The poll tallies were tabulated by Enron accountants Arthur Andersen.



- Nowadays, most people are willing to give high marks to any President who keeps his pants on in the Oval Office.



● Many respondents thought the pollsters were asking about Anheuser-Busch.



● A majority of people really do identify with him, especially since they too don't have a clue about how to run the country.



● Bush's "little boy" look is endearing to parents, grandparents and little old ladies, not to mention the growing number of known pedophile priests.



● For a shot at another \$300 tax rebate, most Americans would approve of Saddam Hussein.



● The questionnaires were printed on the backs of fat, federal farm subsidy checks.



● The hole in the ozone layer that Bush doesn't believe in has fried everybody's brain.



# WHY IS GEORGE W. BUSH'S APPROVAL RATING SO HIGH?



- Traditionally anti-Bush environmentalists refused to be polled because the questionnaires were not printed on recycled paper, thereby skewing the results.



- A goofy, inarticulate dad with a substance-abusing past trying to control his rebellious, nutso kids: Many Americans think he's the West Wing version of Ozzy Osbourne.



- The numbers were inflated by crafty Democrats to give Bush the same false sense of security his father had before getting trounced by Clinton in '92.



- The statistical pool? Made up of lobbyists, defense contractors and comedy writers with a trunk full of moron jokes.



- Soft-hearted Americans don't want to do anything to make him nervous and choke on another pretzel.

Online users: 1,000,000+ users

Spells punishing: 26,875

Tournaments underway: 882

Games ongoing: 70,000+

Creatures attacking: 49,438

Games being played: 1,000,000+

Prizes on the line: 5,000

All-time tournament: 100+

Winning streaks: 10+

Deadly strategies: Unlimited

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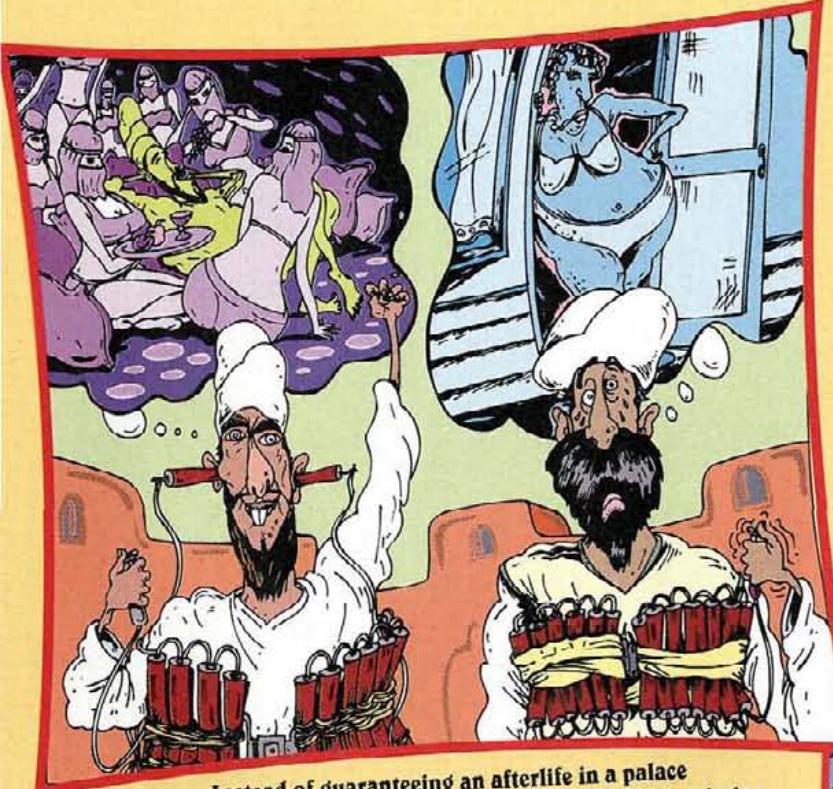




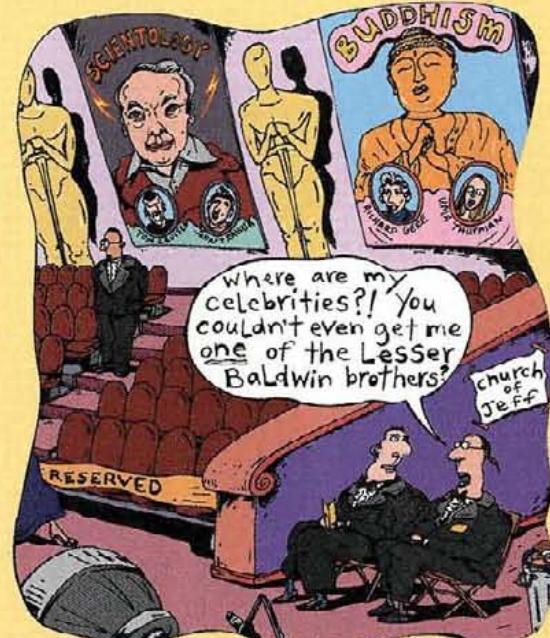
What makes a religion a good religion? For some people, it's the promise of a next life that won't suck like this one. For others, it's an official license to feel superior to your heathen neighbors. For still others, it's the possibility (however slight) of getting to rub elbows with Tom Cruise or John Travolta at your church. What makes a religion a bad religion? In the past, you often didn't know until you wound up dead in a mass suicide-by-poisoned Kool Aid, when it was too late! Which is why we at MAD have compiled a comprehensive list of...

EARLY SIGNS YOU MAY HAVE PICKED A

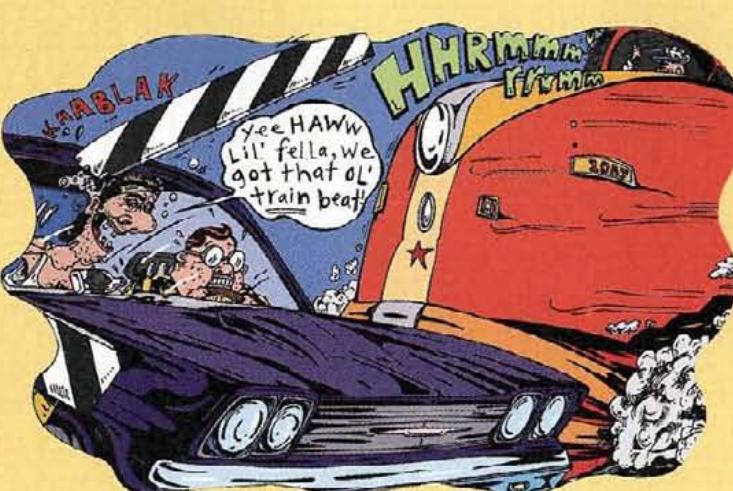
# BAD RELIGION



Instead of guaranteeing an afterlife in a palace filled with 72 virgins in exchange for going on a suicide mission... they promise you one retired Rockette in a double-wide trailer!



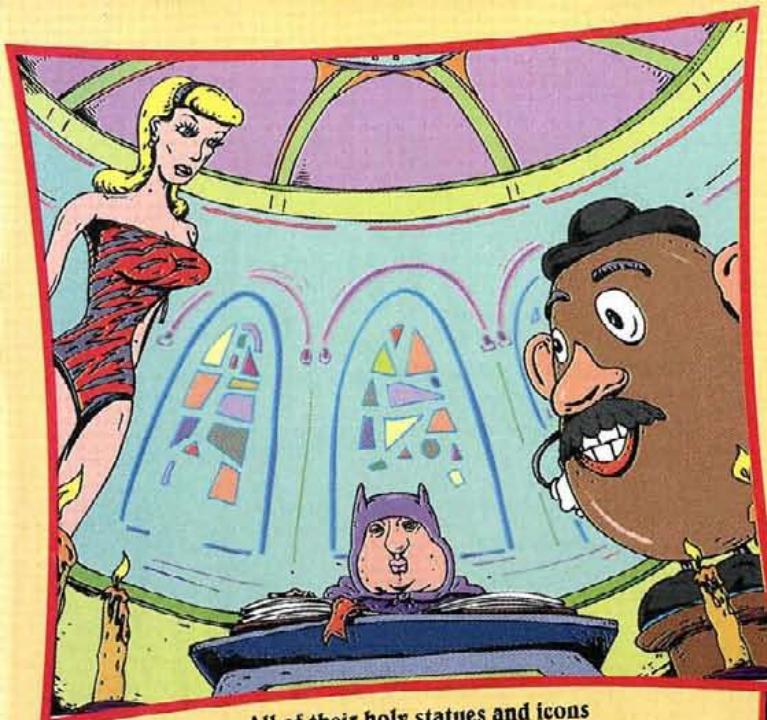
They can't con a single gullible Hollywood celebrity into joining and helping them "spread the word"!



Their coming-of-age ritual involves a bottle of Jack Daniels, a '68 El Camino and a railroad crossing!

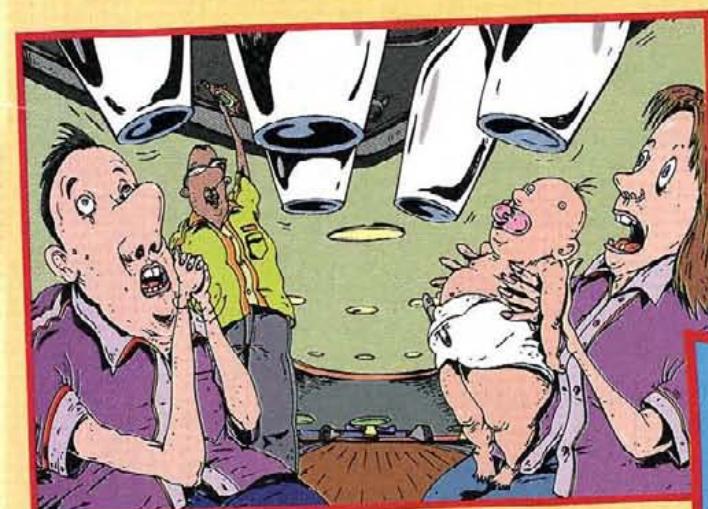


Their religious dietary laws mention Cheez Whiz 847 times!



The entire liturgy is in limerick form!

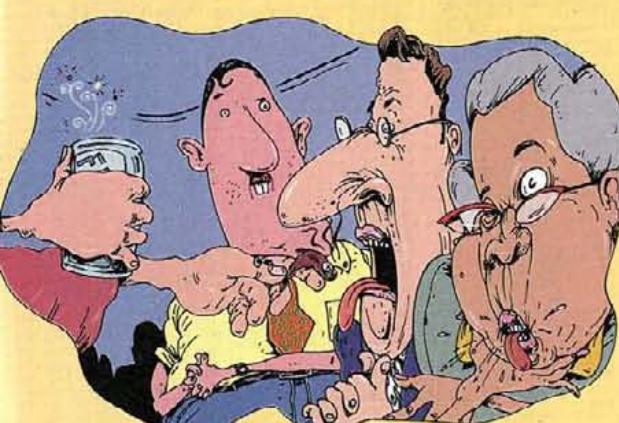
All of their holy statues and icons  
are stamped either "Mattel" or "Hasbro"!



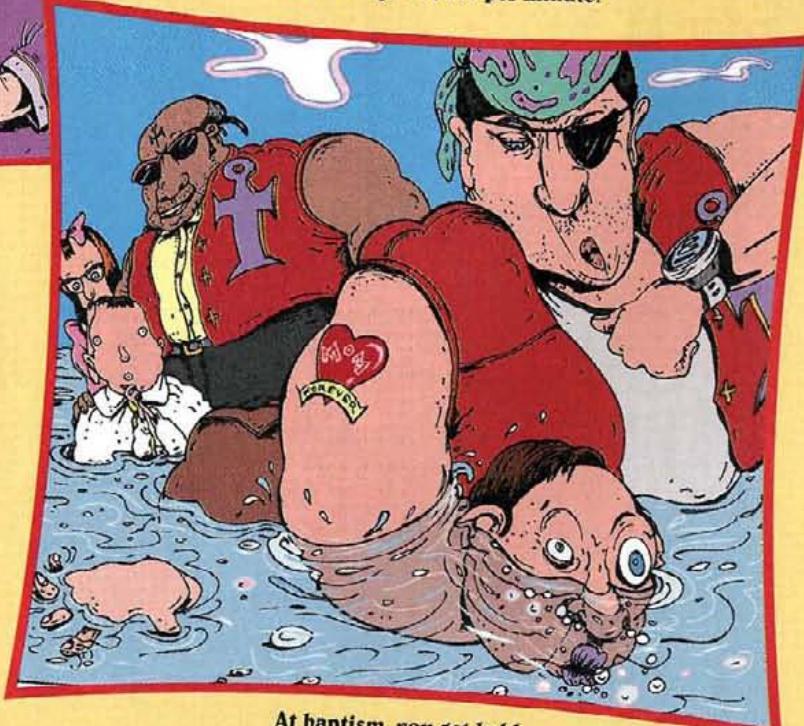
Their idea of a miracle (that proves the  
existence of God): how bowling pins magically  
reappear after you knock them down!



Their confessions are through a 1-900 number,  
at a charge of \$1.99 per minute!



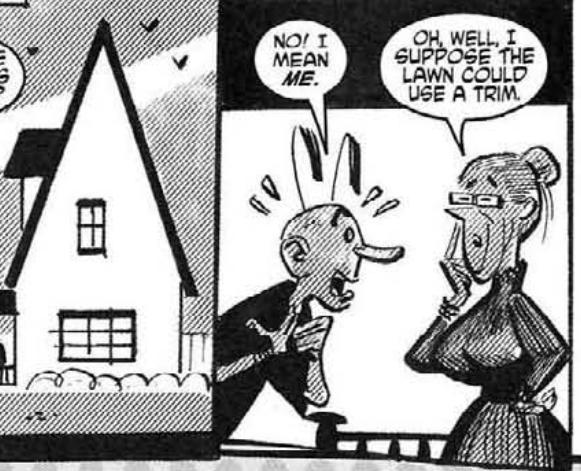
Their two Communion sacraments:  
anchovies and Fresca!



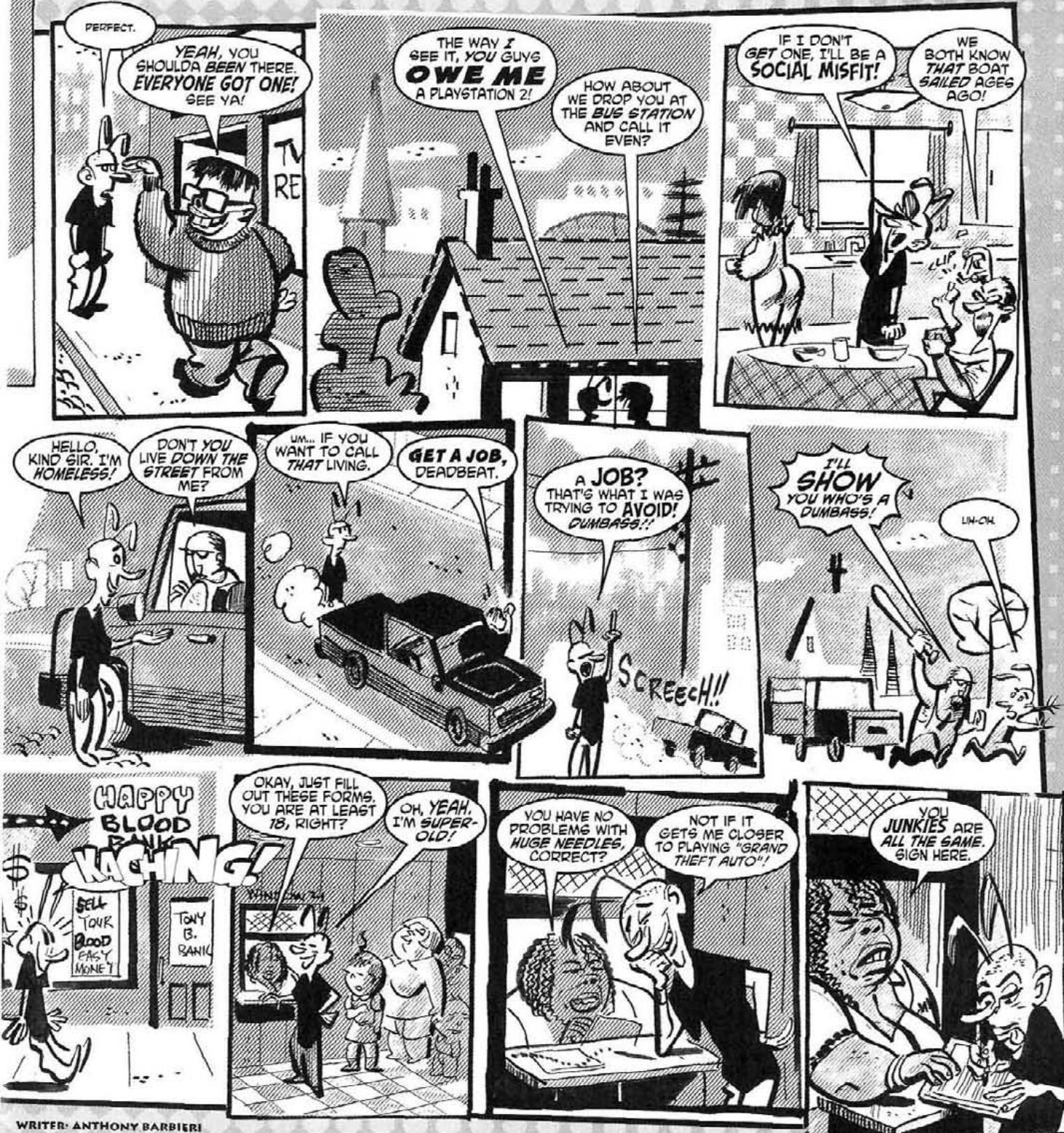
At baptism, you get held  
underwater for 12 minutes!

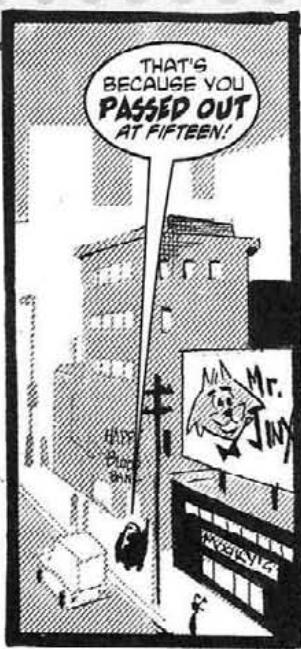
After a long, hot trip South, our hero is back home and ready to relax. What better way than sitting in front of a pulsing TV screen for hours on end? It's...

# Monroe and...



# PLAYSTATION 2







TO BE CONTINUED...



# WARNING: WHEN THE GAME TURNS OFF, SO DO YOUR POWERS.

You cannot fly. You are not stronger than a locomotive or faster than a speeding bullet. You have no business attempting to use superpowers outside the realm of *Superman: Shadow of Apokolips*. Any attempt to do so will undoubtedly result in broken legs, arms, fingers and toes, sprained ankles, bruised ribs and eyes, loss of limbs, pride, and ultimately life. Just remember sport, when the game turns off, so do your powers.



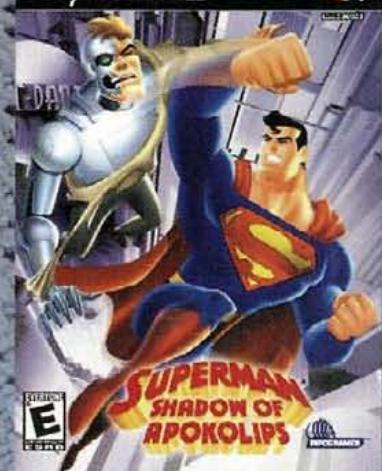
PlayStation 2



NICE JUMP,  
LOSER,  
YOUR FRIEND, JOE

If this doesn't  
get you a date,  
NOTHING will.  
Your friend,  
BIG  
Anna

PlayStation.2



[www.supermangame.com](http://www.supermangame.com)





ALL THE UNDERWORLD'S A STAGE DEPT.

# A MAD PEEK BEHIND THE SCENES

Linguini,  
eggplant,  
anchovies,  
calamari...

Hey, looks like  
somebody's  
organizing  
the company  
picnic!

What company  
picnic? He's the guy  
in charge of giving  
new characters their  
mob nicknames!

Man, this  
new FBI  
character  
is really  
convincing!

I'll say! We're only  
two scenes into this  
episode and he's  
already lost three lap-  
tops and nine guns!

Remember  
to keep  
this  
scene  
dimly lit!

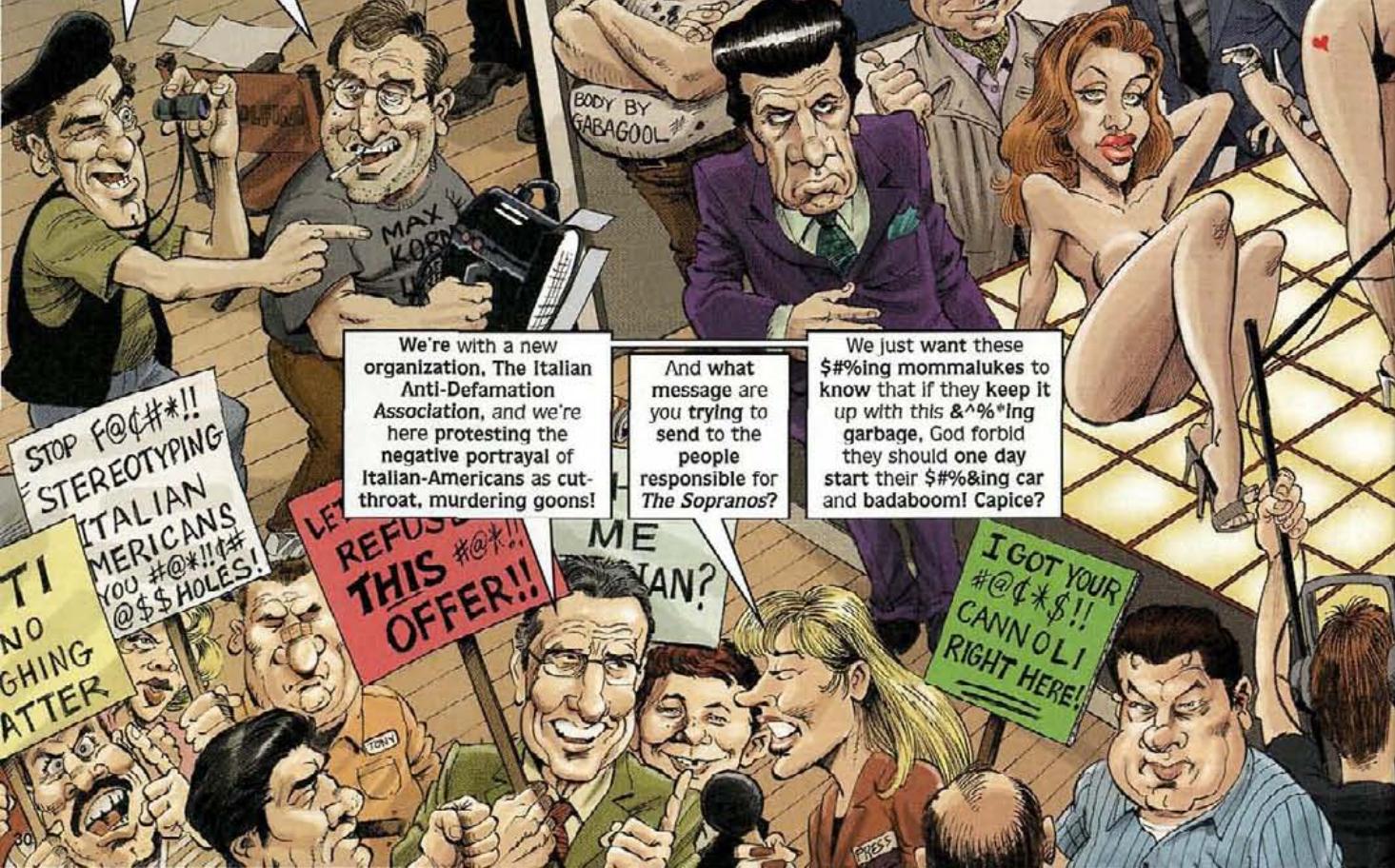
To reflect the  
dark nature  
of Steve  
Van Zandt's  
character?

No! To not reflect the  
glue on the cheap rug  
on Van Zandt's head!  
Too much light and  
that thing curls up  
like frying bacon!

Gandolfini says he  
can't do this scene  
unless he gets three  
thousand more!

Three  
thousand  
dollars?

No, calories! How do you  
expect him to do a midnight  
snack scene with half a bowl  
of ziti and one \$\*&ing meatball!



# ON THE SET OF THE Sopranos

ARTIST: TOM RICHMOND

WRITER: JOHN CALDWELL

It's unavoidable, we definitely have to go with more subtitles this season!

You mean whenever the guys are speaking in Italian?

No! Whenever Steve Van Zandt is speaking in English!

That was a very good reading! You sounded like a real mob guy! Did you remember to bring a couple of head shots with you?

You bet! Dis is a guy I shot in the head down by the docks in Hoboken! And dis other guy I shot in the head was just finishing up his clams at Riccitello's!

TODAY! OPE CASTING CALL

You watch! That 15-minute Italian song I did in the finale last season will play a key developmental role in what's to come!

You mean in the development of your character? Or the development of the plot?

No, moron! In the development of my recording contract! Face it, I'm William Shatner with a three octave range!

Cut! It's just not believable!

What's not believable? Was it my intonation? My body language? My eye contact?

No! It was your Hanes Cotton Tee! Wardrobe! Where is this man's standard mob-issue undershirt?

LUCA?

Why do you say that the real challenges of your role are yet to come?

Well, the way I figure it, with the lengthy down time we take between seasons, I'll be 40 before my character even graduates from college!

This new plot development I came up with is brilliant! The Feds finally close in on the Soprano organization and indict them on questionable business practices!

What is it that does them in? Loansharking? Truck hijacking? Illegal gambling? Is it extortion?

Even worse! We discover they hired Arthur Andersen to do their books!

HB-NO!

THE SOPRANOS  
#@\*!\$#  
SCRIPT



SERGE-IN GENERAL DEPT.

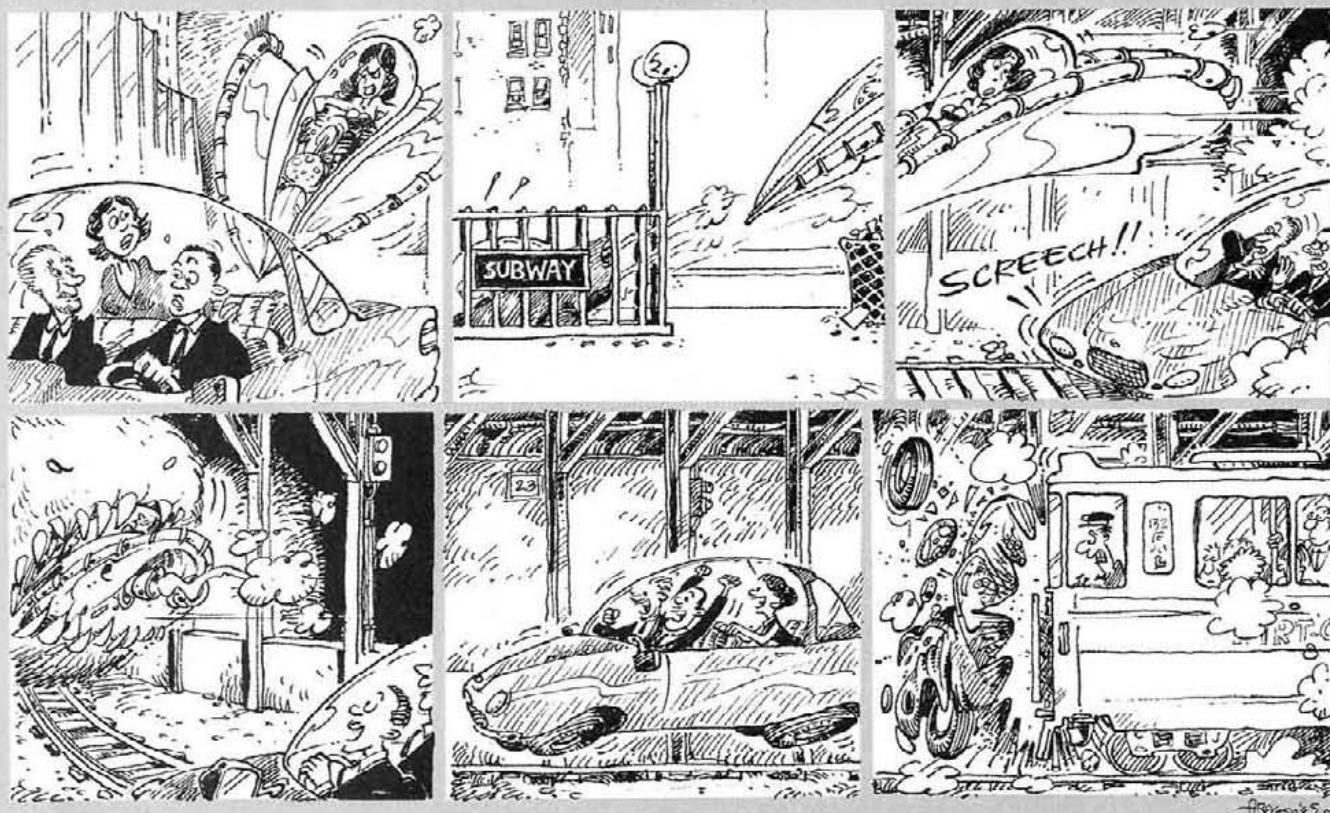
# A MAD LOOK



# AT MIB

## MEN IN BLACK II







Mild Violence

**LOOK AT IT THIS WAY -  
YOU EITHER WALK AWAY  
A CHAMPION OR  
A TOASTER.**

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GAME BOY ADVANCE



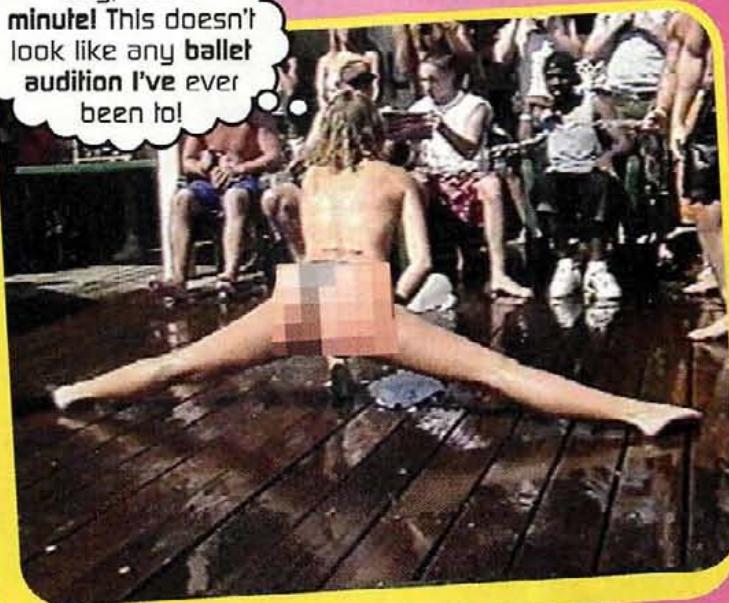
[www.majesco.com](http://www.majesco.com)

The "Girls Gone Wild" videos, known for capturing college girls flashing their boobies, have become a best-selling phenomenon, spanning several editions. The question we've always wondered (besides how come we never meet these girls) is why are these ladies so willing to bare it all? Are they just liquored-up mindless sluts? Or are they thoughtful, intelligent, reflective individuals? (Note: Last sentence inserted by our lawyers.) Believe it or not, these girls do have thoughts, as you'll see, once...

## MAD REVEALS WHAT THE GIRLS OF

# GIRLS

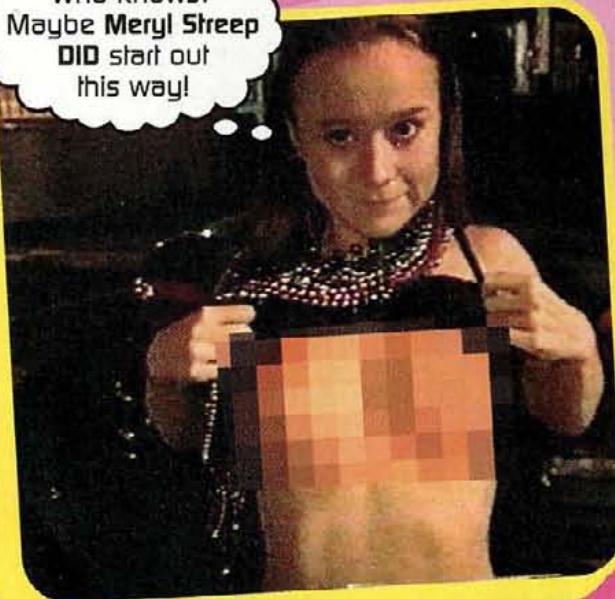
Hey, wait a minute! This doesn't look like any ballet audition I've ever been to!



I'm doing this for Rosa Parks, Harriet Tubman, Halle Berry, and all women of color!



Who knows? Maybe Meryl Streep DID start out this way!



Oh...I just know the school is going to fire me! I'm the worst chaperone in history!



# gone WILD WE'RE THINKING

WRITER: MIKE SNIDER



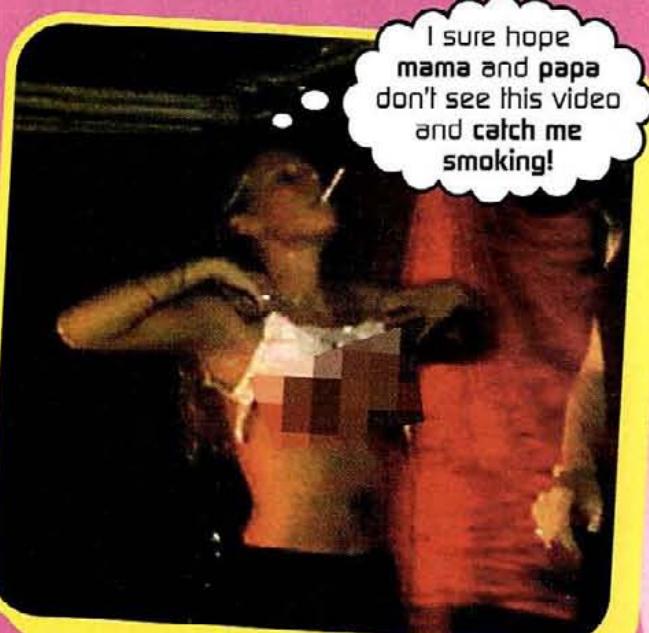
These guys act like they've never seen a silver woman with a mask walking naked down the street before!



Not another med student who has to cram for his female anatomy exam! Oh, all right, go ahead — study!



Well...as long as he's not objectifying me, like some piece of meat!

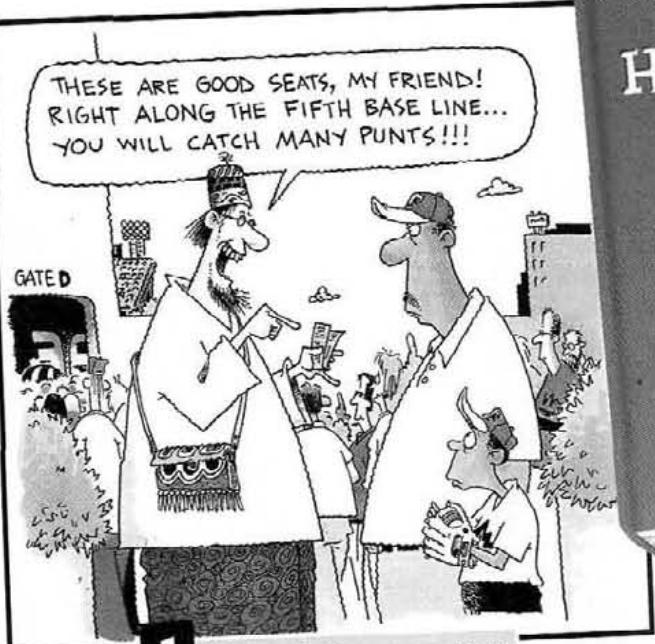


I sure hope mama and papa don't see this video and catch me smoking!



It may be true that we've squandered countless opportunities for a lasting humor legacy, but perhaps it's not too late. By using important sounding sentences like the last, in conjunction with big words like "ephemeral" and "perquisite" (that don't look like they're spelled correctly, but when you check them it turns out they are), we may find ourselves on the road to the first Pulitzer Prize for lame MAD article introductions. Intrinsic (good word, right?) to this is the underlying quest for comic poignancy (oh, yeah!) and overall satirical relevance. Raillery, another word found in the thesaurus under "humor," also seems to fit well in this paragraph. And, yes, it is spelled correctly. We move on now to the ensuing (sweeeet!) reason for all this: a dumb premise we slapped together with the title...

# MAD'S COMPREHENSIVE 10-STEP GUIDE TO SUCCESS IN THE HIGHLY CHARGED WORLD OF ILLEGAL TICKET SCALPING



**1** Always Know your product.



**2** Don't attempt to scalp tickets to any event where admission is free.

ARTIST AND WRITER:  
JOHN CALDWELL



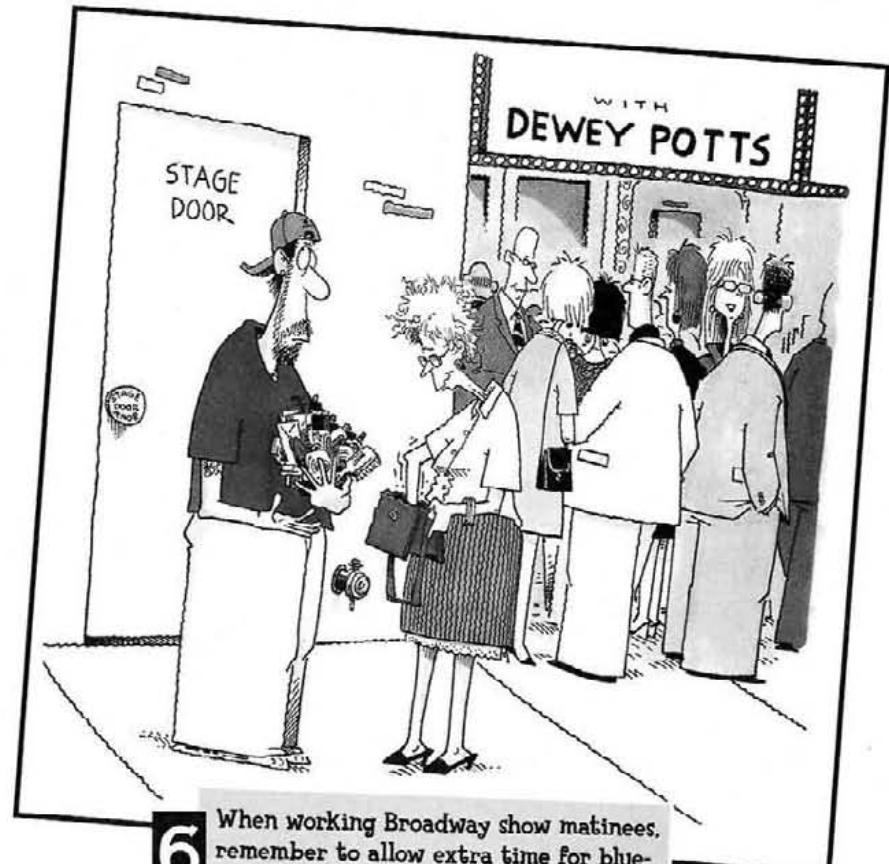
**3** Avoid unnecessary employee expenditures. Ask yourself, "Do I really need mailroom guys?"



**4** Keep in mind that the seating chart is not always an effective selling tool.



**5** Selling door-to-door is generally not a road to success.



**6** When working Broadway show matinees, remember to allow extra time for blue-haired tourists to rifle through their purses for the correct change.

# MAD'S COMPREHENSIVE 10-STEP GUIDE TO SUCCESS IN THE HIGHLY CHARGED WORLD OF ILLEGAL TICKET SCALPING

**FICE**



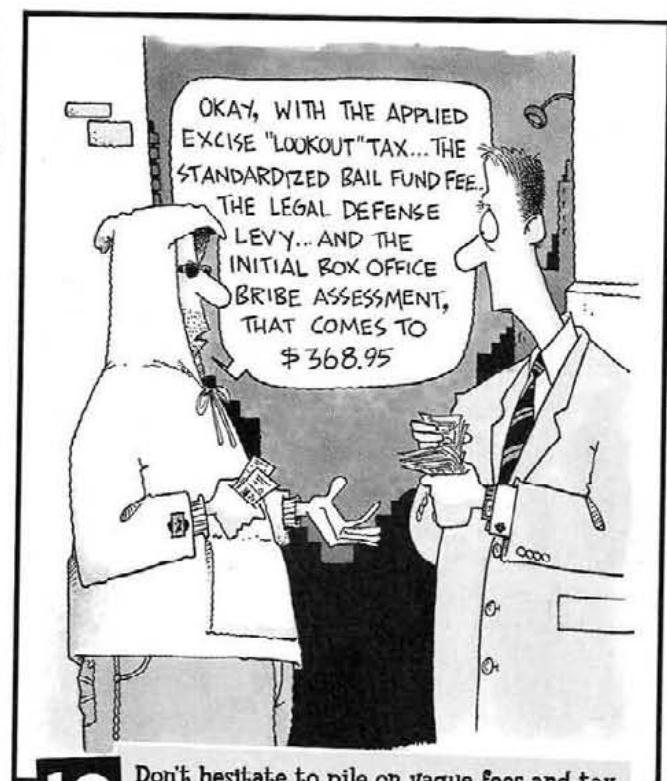
**7** When dealing with a Rolling Stones tour, be sure to load up on prime handicap access sections.



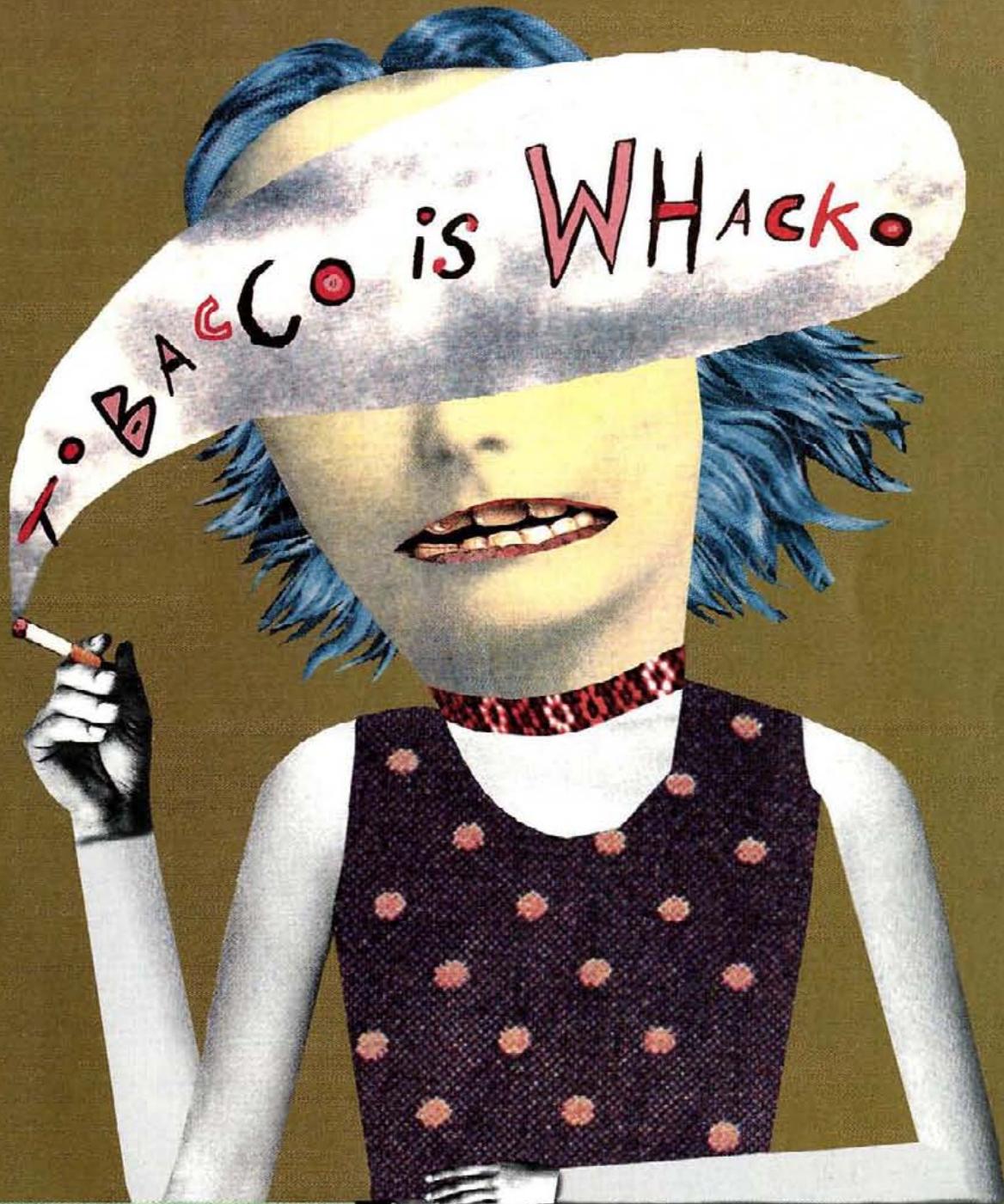
**9** When hiring someone to wait in line to buy your tickets, it's wise to pay a little more to get someone who's competent.



**8** Always remember that you are an illegal ticket scalper and are under no obligation to ask the OSHA-mandated "Are you prone to nosebleeds?" question.



**10** Don't hesitate to pile on vague fees and tax charges — just like Ticketmaster and other so-called legitimate ticket sellers do.



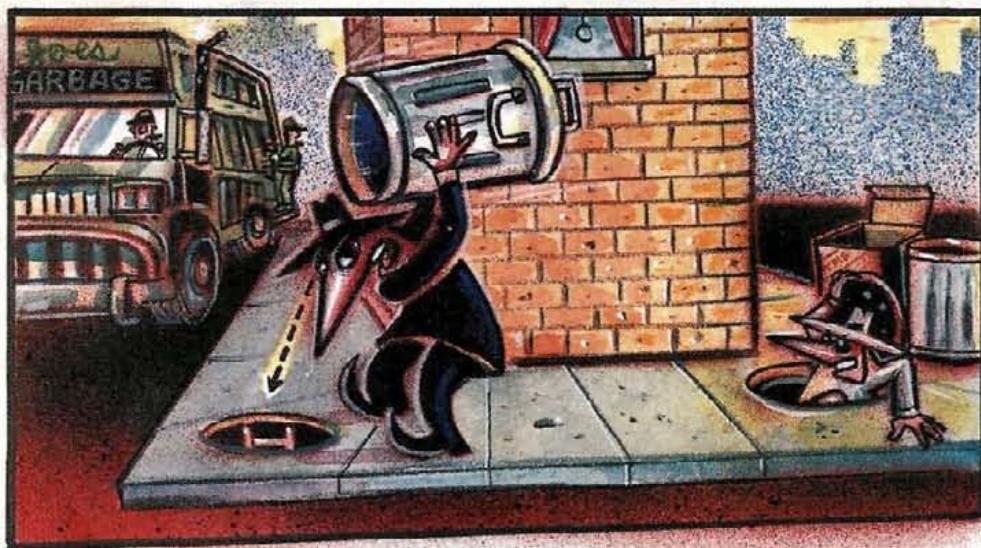
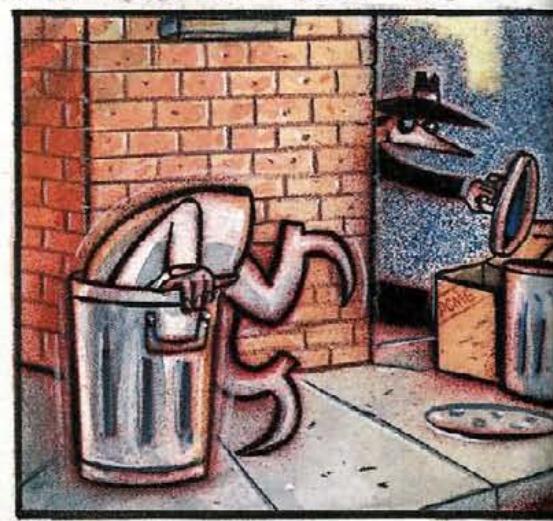
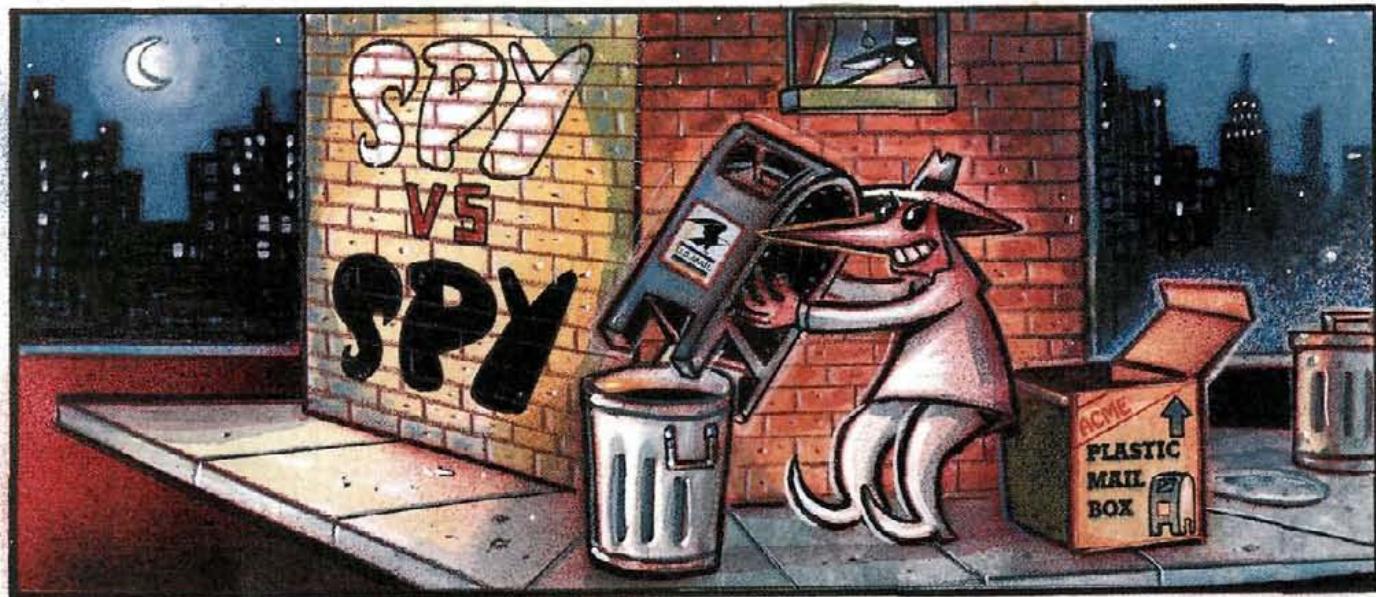
if you're a teen

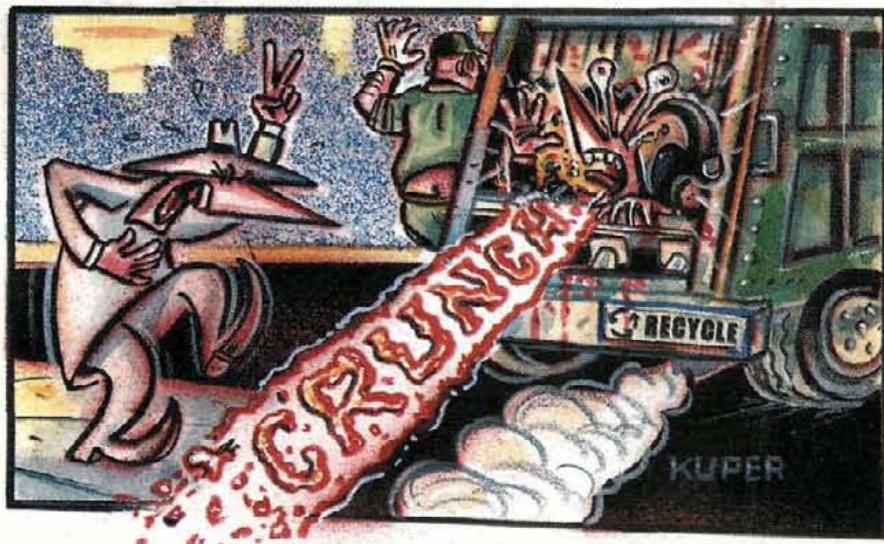
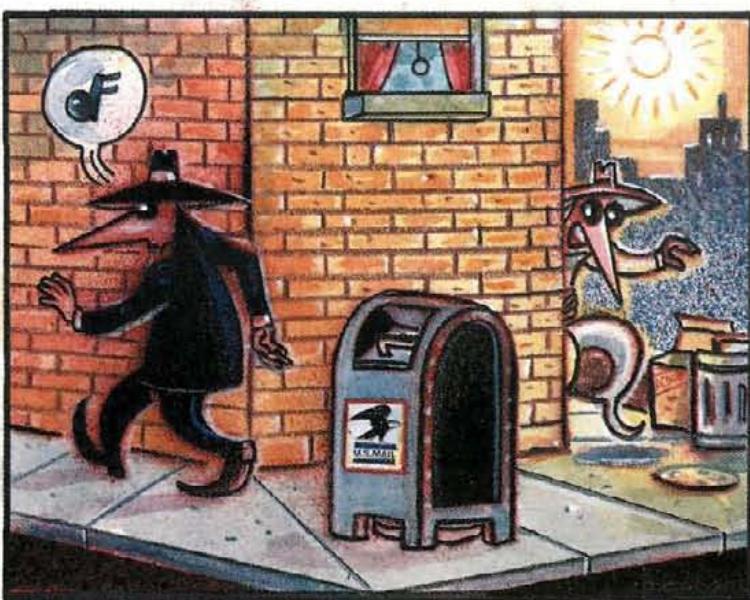
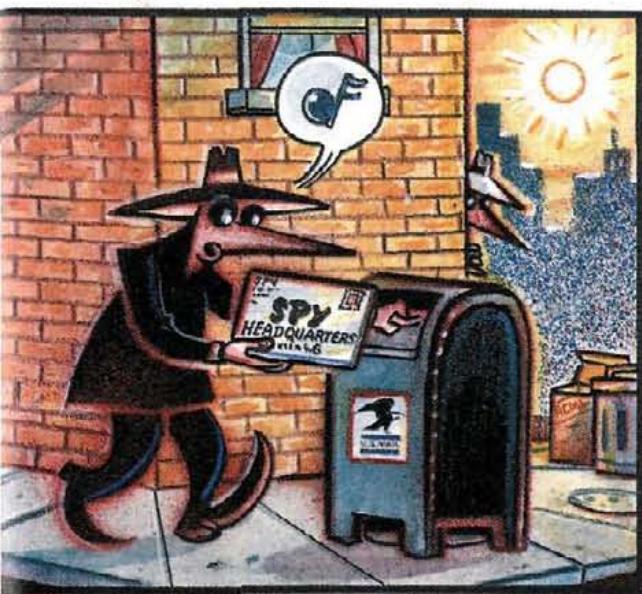
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## GALLBEARERS DEPT.

Hardly a day goes by that someone doesn't insult us. The affronts come from all sides — a greedy company, a two-faced politician or somewhere else (like a moronic magazine)! Make no mistake about it, the insults just keep on coming. Day after day, these insufferable bastards are methodically chipping away at our society with their despicable practices, repugnant behavior and sheer chutzpah! And what's worse, they just expect us to sit back and take it! Well, no more! We here at MAD have had enough! And today we begin the long, hard fight to win back our sanity... by standing up and in a clear, loud voice boldly asking...

# WHERE DO THEY OFF.



Where do internet companies get off bragging about a sign-up bonus of "1,000 free hours" to use in 45 days, when 45 days only contain 1,080 hours total?



Where do waiters get off asking, "Do you want change?" when you hand them a \$20 bill to pay for a measly \$8 Lab?



Where do politicians who drank and used drugs when they were teens get off pushing for harsh and unfair prison terms for teens who drink and use drugs now?



Where do credit card companies get off rejecting you for their lousy card when the only reason you applied for the damn thing in the first place was because they said you were "pre-approved"?



Where do TV networks get off labeling their lousy repeats as "encore performances" when nobody — but nobody — asked to see them again?



Where do cell phone companies get off tacking on exorbitant "roaming charges" just because you happen to use your phone in an area where they haven't bothered to build up their pitiful network?

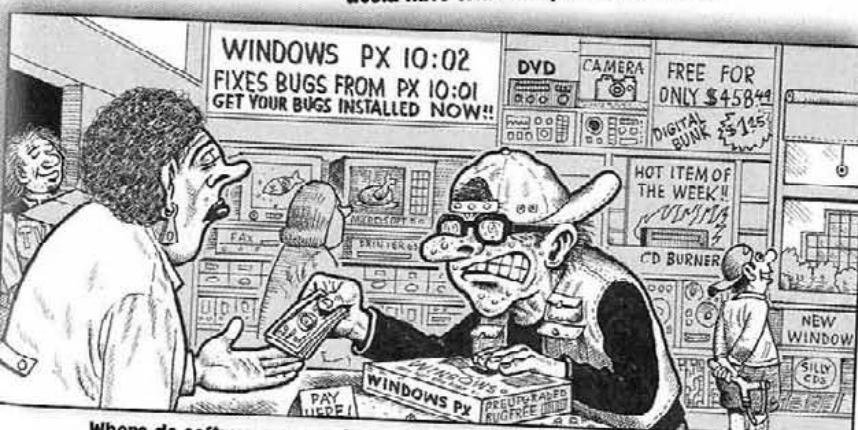


Where do football players get off doing their silly celebratory dances after they make a big play when their team is getting trounced 56-3?

# GET



Where do so-called financial "experts" get off coming on TV to explain why the stock market crashed — when, if they were any good, they would have told us *before* it happened?



Where do software companies get off charging us for "upgrades" when the *only* reason we need the "upgrade" is to fix the problems of the earlier version of their crummy product they suckered us into buying?



Where do pretentious coffee houses get off forcing us to ask for a "tall," "grande" or "venti" when all we want is a "small," "medium" or "large"?



Where do store clerks get off making you wait while they take a phone order, even though you were the one who took the time to come down to the store in person?



Where do magazines get off sending us "Renew your subscription now!" notices before the first friggin' issue even arrives?

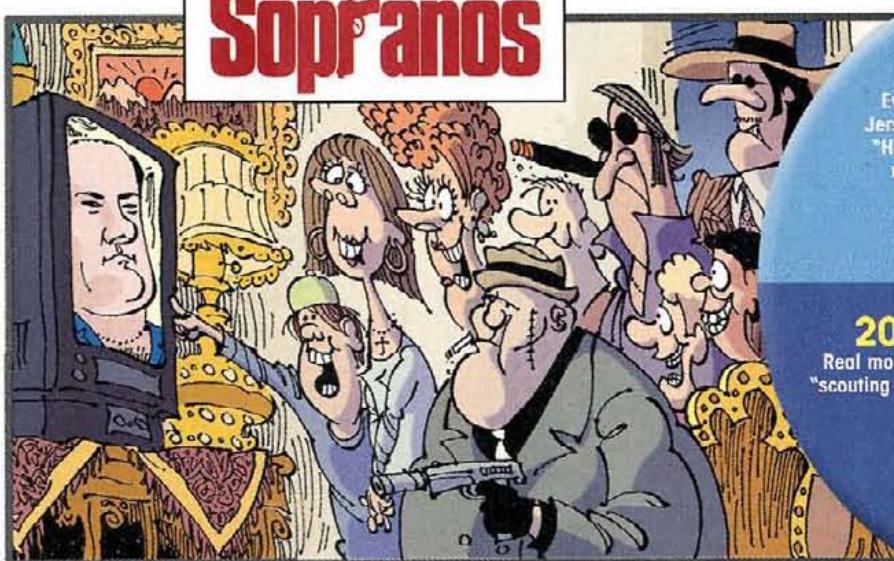


Well, here goes a third intro for an article that we've done twice before (see issues #284 and #301) but that we liked so much we had to do it again! By now you know what demographics are, so we're going to skip the witty repartee (can't you tell?) and go right into...

# The REAL Demographics of Various TV AUDIENCES

## PART III

### THE Sopranos



**25%**

Everybody in New Jersey, waiting to say "Hey! Dat dere's my neighbor-hood!"

**29%**

Teenage boys watching with the sound off, just waiting for the topless scenes at the Bada Bing

**20%**

Real mob hitmen "scouting locations"

**13%**

Other "Joisey tough guys" with nicknames that make "Pussy" sound dignified

**13%**

Cast members of the three *Godfathers*, *Goodfellas*, *Scarface*, *Casino* and *Analyze This* — all trying to spot which "bits" of theirs are being swiped

**20%**

The real Bush White House staff — trying to find out just what the heck they should be doing and to whom

**16%**

Al Gore and the thousands of people he would've hired, crying their eyes out over HOW CLOSE they came

**15%**

People sick of the 2000 election fiasco who'd gladly take a President Bartlet over the two real morons

**10%**

Viewers who like a little Liberal claptrap/propaganda along with their TV drama

**9%**

Snappy, unintelligible patter aficionados

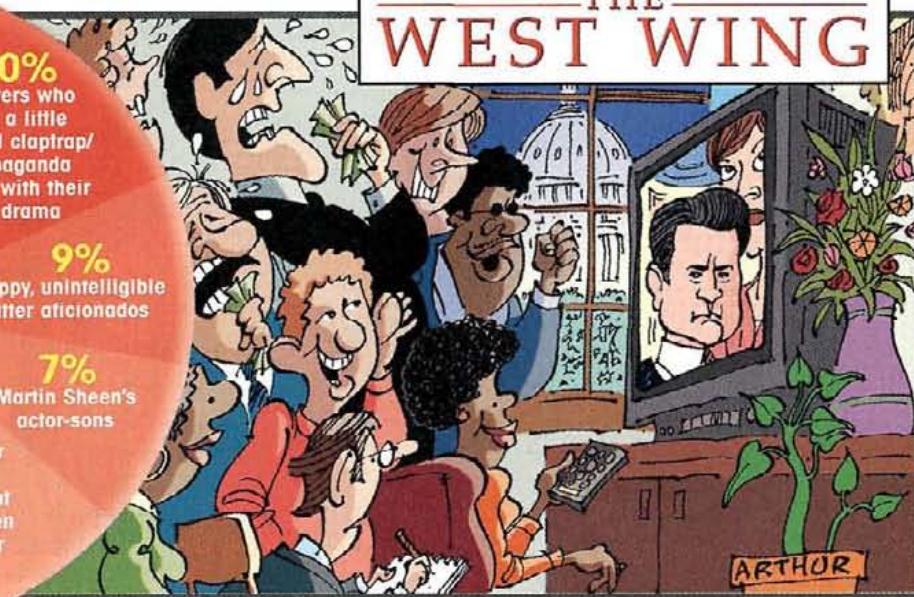
**7%**

Martin Sheen's actor-sons

**23%**

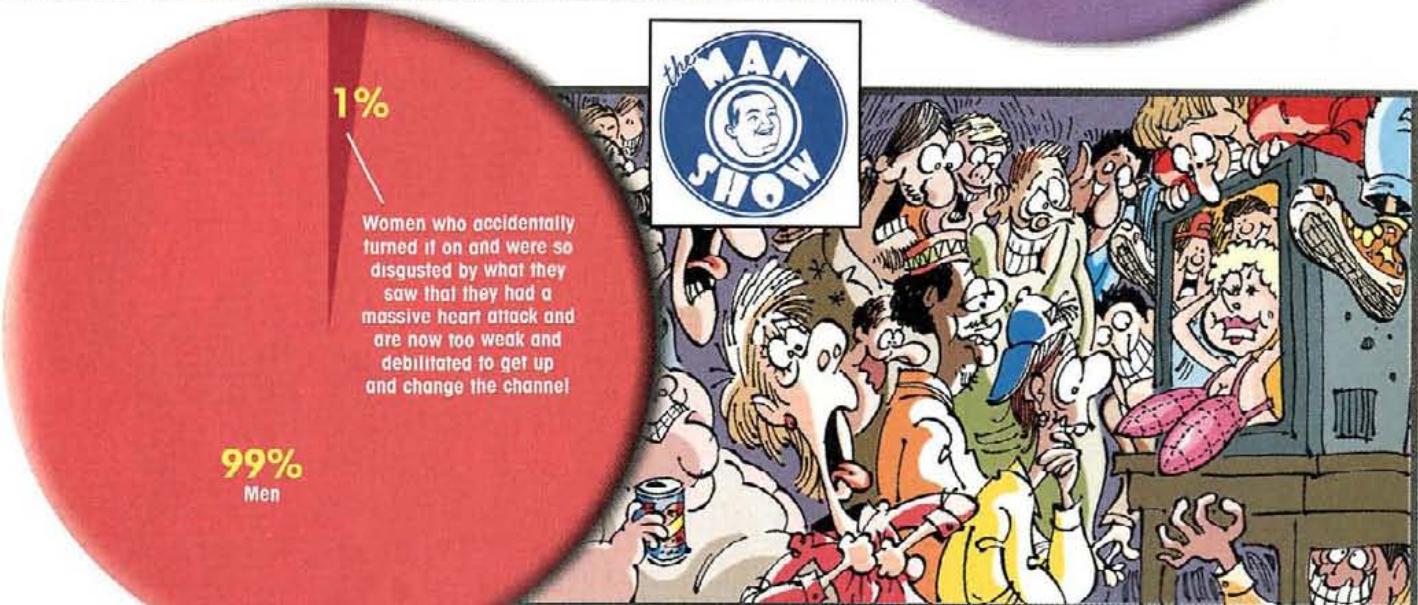
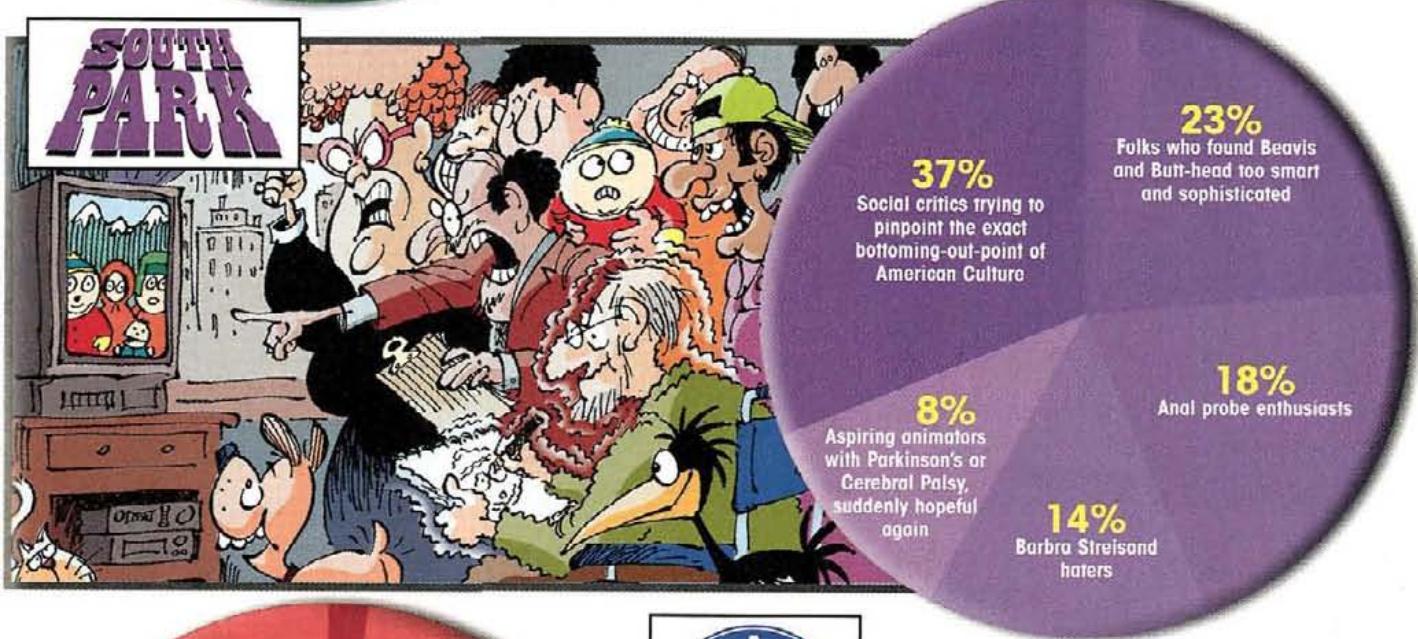
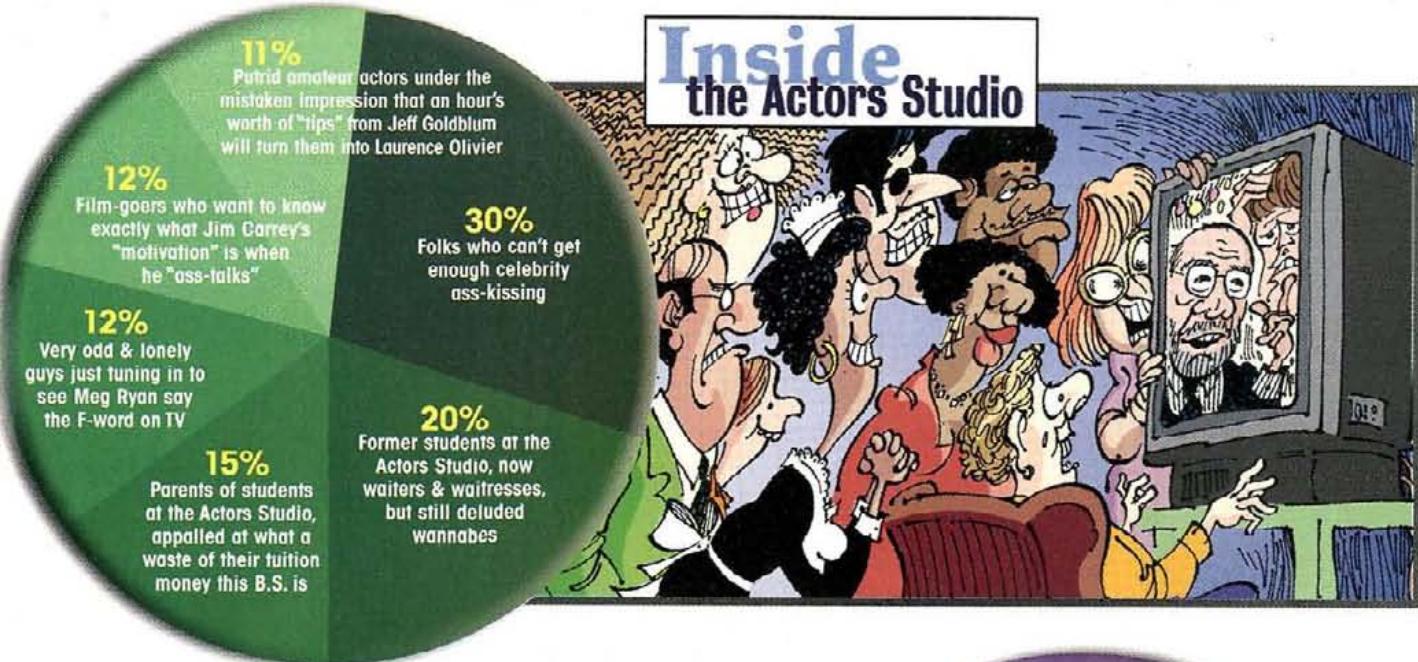
Hillary Clinton's interior decorators, refreshing their memory about what they'll have to re-do when she moves back in after the 2004 election

### THE WEST WING



ARTHUR

# Inside the Actors Studio





### FAST FOOLS DEPT.

Working at McDonald's has a lot of drawbacks – the pay isn't all that good, people ridicule you and you are constantly straining your back trying to carry the buckets of lard used in all of the food. Many kids work there to make extra cash, but now, due to various circumstances, a whole new crop of people are finding themselves asking, "Do you want fries with that?" Take a peek and you'll find yourself saying...

# HEY! Look

# McDo



Former Winter Olympics gold medalist who discovered there's no endorsement money at all in Curling

Pre-September 11th airport security screener

High school drop out/ "manager trainee" who actually believes the crap about moving up the McCompany ladder

ARTIST: JOHN KISSEE  
WRITER: MIKE SNIDER

Former Enron executive, out on bail awaiting trial

His hand used to be in the Pets.com sock puppet

Former dot-com billionaire

Spin doctor for former Congressman Gary Condit



# Who's Working at... nald's

SANDWICHES	
BIG MAC	2.09
HAMBURGER	.85
CHEESEBURGER	.95
GOITER POUNDER	2.19
extra cheese	.49
extra grease	.99
BIG-N-NASTY™	2.29
FILET-O-HORSE	1.89
McLIVER & ONIONS	2.79
OTHER STUFF	
PEPTO BISMOL 11sp	.99
MYSTERY MC-NUGGETS	6pc 1.79
20pc 4.89	500pc 1000.00
McQUICHE	1.79





Now that the Microsoft Operating System runs virtually every computer, Microsoft is turning its attention to other marketing venues. They're pushing their Pocket PC, their Xbox and their new ".NET" software. But soon we fear that the ever greedy and aggressive Microsoft will use their "expertise" to market everything, even low-tech gadgets. Then, no matter what you buy, they'll claim you can feel "the power of Microsoft" behind you. Yes, that's what that pain in your ass will be, Microsoft behind you! For instance, here's what would happen....

# IF Microsoft MADE EGG TIMERS

## Thank you for purchasing the Microsoft Egg Timing System.

You now have the power of Microsoft in your kitchen to handle one of the most demanding cooking tasks: making a soft-boiled egg!

Thanks to Microsoft, the hassles of old-fashioned egg timers are a thing of the past. No more will you have to go through the inconvenient and unpleasant ordeal of turning the egg timer over to start the sand falling. Now, the freedom, convenience and precision of microchip-egg timing technology is in your hands! Once you've properly configured your system, you can enjoy a perfectly-timed egg every time, regardless of the time of day, even if it's daylight savings time or standard time! With the Microsoft Egg Timing System, it's simpler than ever!

### GETTING STARTED

After you set the date, time, year, country code, language and pick a theme for your kitchen "countertop," you'll be on your way to an egg timer that can automatically and precisely count down from three minutes to zero seconds. And it's able to do that in just about three minutes.\*

To activate your Egg Timer you must first fill out the online registration form at [mymicrosofteggtimer.com](http://mymicrosofteggtimer.com). Please have the following information handy as you will need it to complete the simple four-hour registration process:

- your name • address • social security number
- date of birth • retailer ID number
- your default password: scramble
- product serial number, which can be easily found by carefully removing the casing of the Microsoft Egg Timing System motherboard
- type of pot in which you intend to boil your egg

\* An \$85 upgrade that will enable you to personally customize your Microsoft Egg Timing System for 15 seconds more or 15 seconds less will be available in the second quarter of 2003.

By completing this registration process, Microsoft will be able to contact you with news and information about Egg Timer upgrades and virus warnings. You'll also receive exciting mail, email and telephone solicitations from our strategic corporate partners offering you products and services relating to your Egg Timing System, or not relating to your Egg Timing System. It's up to them.

### THE EGG WIZARD

When you first use your Microsoft Egg Timing System, you will be greeted by the Egg Wizard, Eggy. Eggy will ask you a series of questions in order to find out what food you want to prepare. Since the Microsoft Egg Timing System can only be used to time eggs, Eggy will need to ask you a mere 25 questions before it confirms that you want to soft-boil an egg.

### SAVING YOUR EGG COOKING PROFILE

The default setting for cooking your soft-boiled egg is three minutes. Even so, after cooking your first soft-boiled egg, you must save this time measurement in your personal cooking profile by giving it a file name with the extension ".egg." (Failure to do so will cause your Microsoft Egg Timing System to freeze up and never work again.) It's that easy!

### COMPATIBILITY

Please note: Not every egg is the same. Therefore, we recommend you exclusively use Microsoft Brand eggs produced by Gates Farms, where the chickens are specially raised to be compatible with your Egg Timer's operating system. If your eggs are undercooked or overdone and NOT from Gates Farms, the problem isn't with our Egg Timer. Please contact your poultry producer or conduct a professional analysis of your local water supply (which could affect boiling properties).

### PASSWORD PROTECTION

If you don't want other people in your household to know how much time is spent cooking your three-minute egg, you may want to password-protect your "Personal Cooking Profile." Eggy the Egg Wizard will help you pick a hard-to-guess password by suggesting 50,000 non-words consisting of random strings of letters, numbers and Cyrillic characters to replace the easy-to-remember default password you used during the registration process. Choose one, but for security reasons we strongly recommend that you NOT write it down! We also strongly recommend you NOT forget it, because without the password your Microsoft Egg Timing System will freeze up and never work again. In the event this happens, contact Microsoft, and we will assist you in purchasing another Egg Timing System.

### TECH SUPPORT

Technical support for your Microsoft Egg Timing System is available 24 hours a day at \$1.99 per minute (\$2.99 for poached egg support).

### Licensing Agreement

The Microsoft Egg Timing System may only be used to time eggs by the person to whom it is registered. Unauthorized use by other members of the family or visiting guests may result in fines, jail terms and seizure of uncooked dairy products. Please read and familiarize yourself with the entire 274-page Microsoft licensing agreement packed with this product. NOTE: Using your Microsoft Egg Timing System for any other reason, such as to time moves during Scrabble games, voids all warranties, express and implied, for this product.

# Microsoft



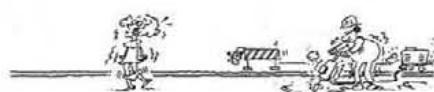
ASSAULT TO THE CHIEFS DEPT.

These days it's common wisdom that all politicians are crooks. But there are big differences! And if you don't believe us, just take a look as we compare the most powerful man on television, Tony Soprano, to the second most powerful man in the White House (next to Dick Cheney), George W. Bush! As we see them, here are...

# THE SUBTLE DIFFERENCES BETWEEN TONY SOPRANO & GEORGE W. BUSH

ARTIST: SAM SISCO

WRITER: STAN SINBERG





Tony Soprano's  
gun-loving associates  
intimidate businessmen.



George W. Bush's  
gun-loving associates  
intimidate congressmen.



Tony Soprano's daughter is  
having an identity crisis.

## THE SUBTLE DIFFERENCES BETWEEN



Tony Soprano, in the  
middle of the day, without  
warning, will faint.



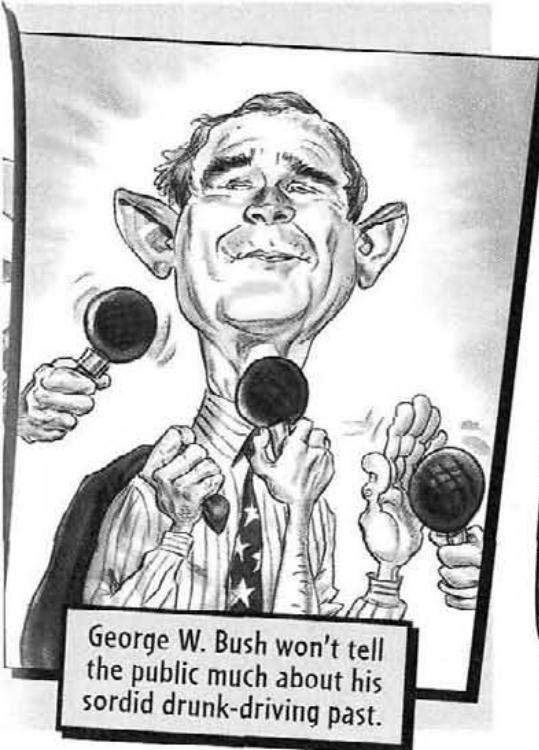
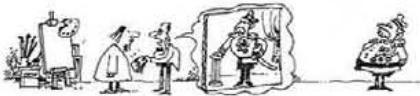
George W. Bush,  
in the middle of the day,  
without warning, will nap.

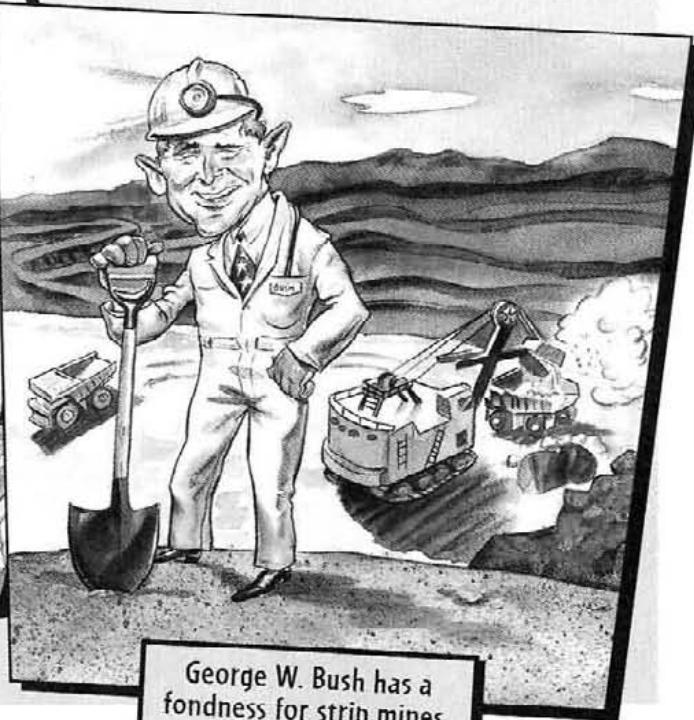
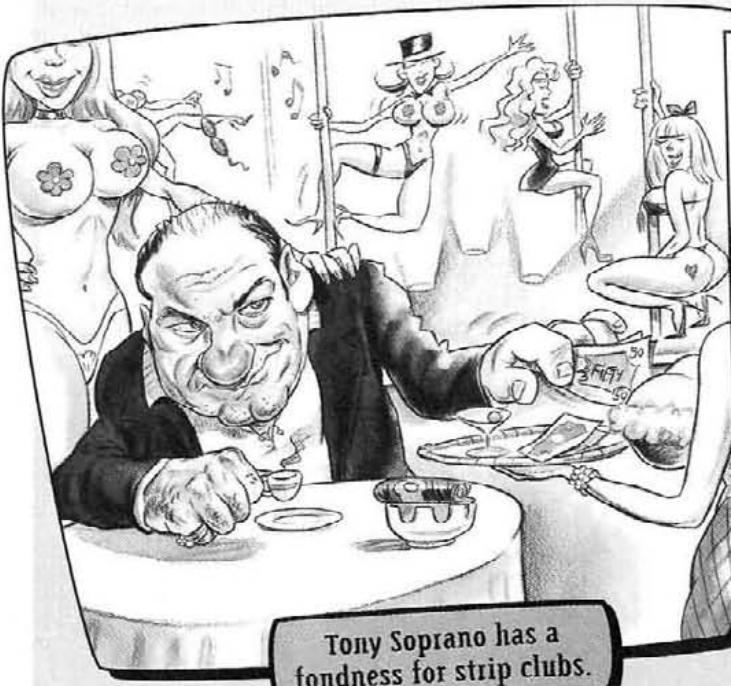


Tony Soprano won't tell  
his psychiatrist much about  
his sordid criminal past.

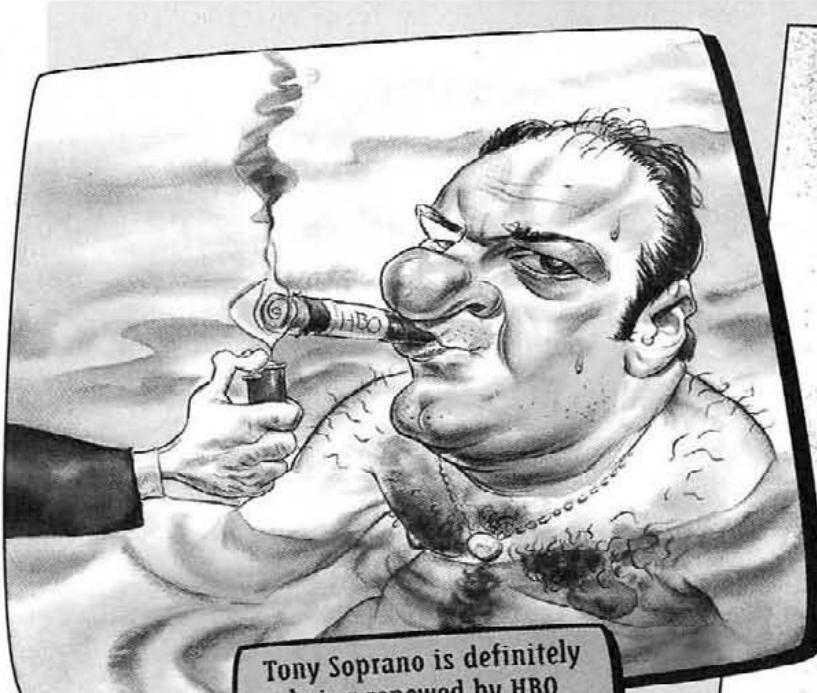


# TONY SOPRANO & GEORGE W. BUSH





## THE SUBTLE DIFFERENCES BETWEEN **TONY SOPRANO & GEORGE W. BUSH**





# DUKE BISSELL'S TALES OF UNDISPUTED INTEREST

AS I HAD A DAY OFF I DECIDED TO GET SOME REST AND GO ON VACATION.

THE TAKE ALL YOUR MONEY AND GO OUT OF BUSINESS TRAVEL AGENCY GOT TO BE CHEAP!

YOUR LUGGAGE FLIES FOR FREE

BUT THE TRAVEL AGENT REALLY WASN'T MUCH HELP.

I CAN SEND YOU ANYWHERE YOU WANT TO GO BUT I CAN'T GUARANTEE YOU WON'T END UP DEAD, OR WORSE.

SO I DECIDED TO DO A LITTLE INVESTIGATING OF MY OWN.

INCREDIBLY CHEAP FLIGHTS DOTCOM GUARANTEED TO GET YOU THERE ALIVE BUT NOT NECESSARILY IN ONE PIECE.

THAT'S MORE LIKE IT.

SOON I WAS ON MY WAY.

WATCH YOUR STEP! NOT THAT IT MATTERS.

GATE 2

GET OUT OF MY WAY - I'M THE CAPTAIN AND NOT ONLY DO I HAVE A STUN GUN AND A REVOLVER, BUT I'M TRAINED IN HAND-TO-HAND COMBAT AND I HAVE 7 BLACKBELTS IN TAE-KWON-DO.

AS IT TURNED OUT, THE WHOLE EXPERIENCE WASN'T WHAT I EXPECTED.

THIS IS YOUR CAPTAIN SPEAKING. I'M GOING TO TURN THIS THING AROUND AND GO BACK BECAUSE I CAN DO ANYTHING I DAMN WELL WANT TO DO.

14 CHANNELS OF YODELING AND NO MOVIE!

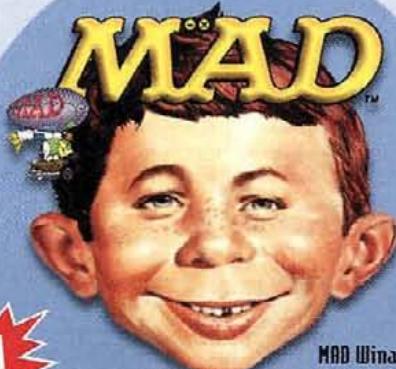
WILL YOU HOLD MY HAND WHILE I GO TO THE BATHROOM?

FRANKLY, IN THE END I WAS GLAD WHEN IT WAS OVER AND I WAS ABLE TO GET SOME REAL REST.

INVESTIGATORS SAY THE CAUSE OF THE CRASH WAS PILOT ERROR, BUT MOST OF THE SURVIVORS SAY HE DID IT ON PURPOSE.

GEEZ, I FORGOT TO RETURN THE HEADPHONES. I WONDER IF THEY'LL CHARGE ME?

# DOWNLOAD THE NEW ALFRED E. NEUMAN WINAMP 3 SKIN\*



**NEW!**

## MAD Winamp 3 player at rest

## WINAMP 3 – with Enhanced Llama-Whipping Functionality:

- **Freeform skins!** (No more need for silly rectangular windows!)
- **Über-powerful media library!**  
(Lets you sort and search all of your music easily!)
- **Video support!** (Now you can throw all of those "nature" videos you downloaded directly into your playlist!)
- **Built-in crossfader option!** (Allows you to meld your tracks together into a seamless mix!)

...and so much more you will just have to see to believe!



#### The MHD 50th Anniversary prize pack includes:

- An Autographed Copy of "MAD's 50 Worst Things About Music"
- A MAD T-Shirt by Thunder Creek
- The MAD Neumanisms Ultimate Collector's Package
- A music CD provided by AOL Music

50 MAD Prize Packs to be awarded!

NO PURCHASE OR ONLINE REGISTRATION NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.  
HOW TO ENTER: Visit [www.williams.com](http://www.williams.com), and complete the sweepstakes entry forms provided.

How to Enter: Visit [www.wsb.com](http://www.wsb.com), and complete the sweepstakes entry form(s) prompted which must be complete in order for your entry to be eligible. Sweepstakes begins at 12:01 a.m. (EST) on June 25, 2002 and ends at 11:59 p.m. (EST) on September 30, 2002, and all entries must be received by 11:59 p.m. (EST) September 30, 2002. E.C. Publications, Inc. ("Sponsor") and Prize Providers ("Prize Provider") are not responsible for late, lost, stolen, damaged, garbled, incomplete, illegible, postage due, or misdirected entries or mail, or for errors, interruptions, transmissions, delays, or malfunctions in operations or transmission of information, in each case whether arising by reason of technical or other failures or malfunctions of computer hardware, software, communications devices, or transmission lines or data corruption, theft, destruction, unauthorized access to or alteration of entry materials, lost or otherwise. Sponsor and Prize Providers disclaim any liability or damage to any computer system resulting from participation in, or accessing or downloading information in connection with, this Sweepstakes, and Sponsor and Prize Providers reserve the right, in their sole discretion, to modify, cancel, terminate or suspend this Sweepstakes and conduct the drawing with all eligible entries received up to that point should any virus, bug, unauthorized human intervention or other causes beyond Sponsor's control corrupt or affect the administration, security, or proper conduct of the Sweepstakes. Each on-line entry will be deemed to have been submitted by the record holder of the e-mail account from which the entry originated. Each on-line entry must be made by one person, household or individual address. If there are multiple entries, Sponsor will accept the entry received first. All entries become the exclusive property of the Sponsor and will not be returned to entrants.

**2. SELECTION OF WINNERS:** Winners will be determined on or about October 14, 2002 from among all eligible entries received. Drawing will be conducted by Warner Bros. Online via...

decisions are final. Odds of winning depend upon the number of eligible entries received. Winner will be notified by mail, and prize will be sent by November 4, 2002, and prize will be sent to the address given on the entry form. If prize is won by a minor, it may be awarded in the name of a parent or legal guardian. Winnetka agrees to use of names, hometowns & likenesses and/or prize information for purposes of advertising, promotion and publicity in any medium and/or without additional compensation to the extent permitted by law, any such use with respect to minors is subject to prior approval of parent or legal guardian. If any prize notification letter or any prize is returned as undeliverable or cannot be delivered to the selected winner for any reason, the prize will be awarded to an alternate winner in a random drawing. Gannett reserves the right to modify notification procedures.

in connection with the selection of alternate winners, if any.  
**3. PRIZES AND AFFILIATION/MADE RETNA LTD. ("MAD") CITY (SU) Grand Prizes: A MAD Magazine 50th Anniversary Prize Pack. Prize Packs include the following: MAD Toilet Paper (ARV: \$4.99), An Autograph Copy of "MAD'S 50 Worst Things In Music" (ARV: \$3.50), and MAD T-Shirt by Thunder Creek (ARV: \$19.99). All Prize Packs are subject to availability. Void where prohibited. © 2004 MAD City, Inc. All rights reserved.**

(APR '00), MAD:Neurotransmitter Ultimate Collector's Package (APR '02-\$4.95), and Music CDs produced by AOL Music (\$17.98). Total A&T of all prizes, \$33,571. One winner per family; email address and/or household. Sponsor reserves the right to substitute prize of equal or greater retail value. No other substitution or transfer or cash equivalent of prize permitted. All taxes, fees and other expenses not specified herein are the sole responsibility of prize winner. Sponsor and Prize Providers (as noted) are not responsible for any damage to participants' property or personal injury resulting from participation in this promotion.

responsible for price, utility, quality or otherwise. All prizes are guaranteed to be awarded.

**4. ELIGIBILITY:** Sweepstakes open to individual legal residents of the 50 Continental United States and the District of Columbia, who are 13 years of age or older as of June 20, 2002. Sweepstakes void where prohibited or restricted by law. Subject to applicable federal, state and local laws and regulations. Employees, officers, directors and agents of E.C. Publications, Inc., AOL/TIME Warner, its affiliates, Venture Associates, Inc., participating retailers and Prize Providers, and each of their

respective parent companies, subsidiaries, affiliates, judges, agents and advertising, production and promotion agencies, and members of their immediate families or same household are ineligible.

5. MISCELLANEOUS. This Sweepstakes will be governed by the internal laws of the State of New

10. **DISPUTES/ELIGIBILITY.** This Sweepstakes will be governed by the laws of the State and the laws of the United States of America. Any and all legal actions or claims arising in connection with this Sweepstakes must be brought in a court of competent jurisdiction within the United States. By participating in the Sweepstakes, each entrant accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of the Sponsor and Judges, warrants that after a participant is eligible to participate in this Sweepstakes, and agrees to release E.C. Publications, Inc. and its advertisers and Frito Lay, Inc. and each of their respective parent companies, subsidiaries, agencies and affiliates, and all of their respective employees, officers, directors and agents from any and all liability, loss or damage arising

in connection with participation in this Sweepstakes including, but not limited to, the awarding of prizes and/or use or misuse of prizes, or participation in any prize-related activities. Visit [www.madmag.com](http://www.madmag.com) to review MAD Magazine Privacy Policy for additional information.

**6. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR DESTROY THE LEGITIMATE OPERATIONS OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE**

7. WINNERS LIST: To obtain a copy of the winners list, available after November 4, 2002 send a self-addressed, stamped envelope to: **2002 Sweepstakes, P.O. Box 1000, Dept. 1000, St. Paul, MN 55101-1000.**

addressed, stamped envelope to E.C. Publications, "MAD Magazine" Sweepstakes, Winners List, 1700 Broadway, NYC, NY 10019. Requests must be received by November 4, 2002. Winners list will be sent after the audit and verification of winners. DO NOT SEND ANY OTHER CORRESPONDENCE.

6. SPONSOR, E.C. Publications, Inc., 1700 Broadway, New York, NY 10019.

**WHAT KIND OF  
UNCHECKED  
DEVELOPMENT HAS  
BECOME A MAJOR  
PROBLEM?**

**HERE WE GO WITH ANOTHER RIDICULOUS  
MAD FOLD-IN**

Urban sprawl is a hot topic of debate these days. Critics say we are destroying the wilderness, while proponents say the land is there for man to use. There is one form of unchecked development, however, where all sides agree there is a crisis looming. To find out what this startling growth is, fold page in as shown.



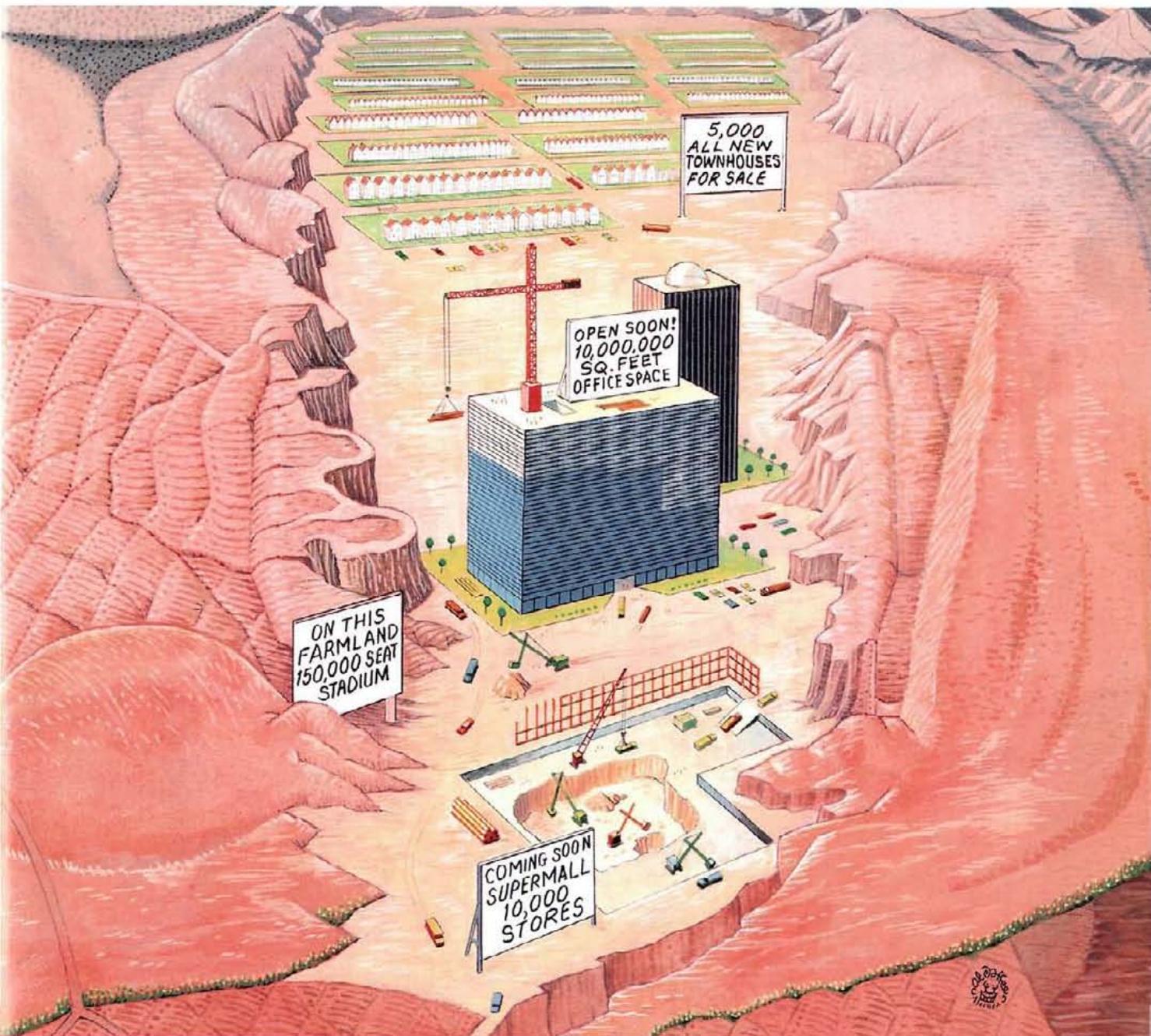
FOLD PAGE OVER LIKE THIS!

**A**

FOLD PAGE OVER LEFT

**B**

FOLD BACK SO THAT "A" MEETS "B"



**STERN WARNINGS MUST BE ISSUED ON HOW TO AVOID  
ENDANGERING OUR WAY OF LIFE. SOME UNDER-  
HANDED PEOPLE DO THINGS THAT WE ARE CONVINCED  
MUST STOP. THIS AWFUL SITUATION CREATES CYCLES  
IN BASICALLY DESTRUCTIVE ACTIVITIES AND ANY DE-  
BATE SHOULD FOCUS ON PROTECTIONS FOR US ALL**

**A**

ARTIST AND WRITER: AL JAFFEE

**B**

# CORN GONE WILD ONIA



surprisingly hardcore corn snacks  
in eight mean Flavors™